1935
ARMSTRONG'S
LINOLEUM
QUAKER RUGS
FLOOR COVERING

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The "pleasing personality" of this room is due in no small measure to the floor of Armstrong's Embossed Inlaid Linoleum, Pattern 6260. *(Color photograph of an interior)*

PATTERN BOOK

1935

Armstrong's Linoleum

ARMSTRONG'S
QUAKER ~ STANDARD
RUGS AND PIECE GOODS

ARMSTRONG'S LINOWALL

BRANCH OFFICES

*ATLANTA, GA.	107 Cone Street
BOSTON, MASS.	286 Congress Street
BUFFALO, N. Y.	509 Seventeen Court St. Bldg.
*CHICAGO, ILL.	1003 Lytton Building
CINCINNATI, OHIO	232 W. Seventh Street
CLEVELAND, OHIO	603 Hanna Building
DALLAS, TEXAS	708 Santa Fe Building
DENVER, COLO.	500 Interstate Trust Building
*DETROIT, MICH.	1627 West Fort Street
KANSAS CITY, MO.	1535 Walnut Street
LANCASTER, PA.	At Main Office
LOS ANGELES, CAL.	1206 Santee Street
*MINNEAPOLIS, MINN.	515 Plymouth Building
NEW YORK, N. Y.	295 Fifth Avenue
*ST. LOUIS, MO.	705 Ambassador Building
SAN FRANCISCO, CAL.	180 New Montgomery Street
SEATTLE, WASH.	803 Terminal Sales Building

*Armstrong Cork & Insulation Company, Floor Division

ARMSTRONG CORK COMPANY
FLOOR DIVISION
LANCASTER, PENNSYLVANIA, U. S. A.

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NOTICE ON COLOR VALUES

While we have bent every effort to reproduce all patterns faithfully in this book, the limitations of color engraving and printing are such that we cannot guarantee, in every case, an exact duplication of the color values of the actual goods. It is suggested, therefore, that quality samples rather than these illustrations be employed to match colors with other materials.

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ARMSTRONG'S LINE FOR 1935 IS MORE BEAUTIFUL AND SALEABLE THAN EVER

AMONG the 303 patterns that Armstrong presents for 1935 is the answer to every reasonable need that floor covering retailers may be called on to fill. From top to bottom in price scale, every type and grade offers a broad selection of designs, a wide choice of stylish colorings, and exclusive advantages that will produce sales with a minimum of effort. Behind this line are the power and influence of national advertising.

Because of Armstrong's careful study of sales performance records and extensive survey of style trends, there is the strongest assurance for merchants that the 47 patterns which have been added will be volume sellers. The line will be kept fresh and closely keyed to demand by adding new patterns from time to time as needs arise.

Browns, reds, rust, and greens continue to be in vogue and the new patterns include some exceptionally beautiful effects in these colorings. Provision has also been made in every section of the line for the marked rise in the demand for blue.

Simplification of Gauges

Armstrong has taken a big step forward by reclassifying and simplifying linoleum gauges. In inlaid linoleum there are now but three gauges—Heavy, Medium, and Standard—and these are identical in all types of inlaids, thus eliminating, both for retailers and consumers, the confusion that arose from the variation of thicknesses under the old system. The gauges are listed in the table below.

Besides being easier to understand, the new system eliminates gauges which tended to duplicate each other, thus simplifying the problem of stock selection for retailers. Moreover,

TABLE OF NEW GAUGES FOR ARMSTRONG'S LINOLEUM

Gauge	Types of Linoleum	Thickness
6 mm.	Plain	.235″
3/16-inch	Plain and Jaspé	.187″
Heavy (1/8″)	Plain, Jaspé, Marbelle, and Inlaid	.125″
Medium	Plain, Jaspé, Marbelle, and Inlaid	.095″
Standard	Plain, Marbelle, and Inlaid	.079″

borders can now be matched perfectly because the thickness of corresponding gauges is identical in Armstrong's Inlaid, Marbelle, Plain, and Jaspé Linoleum.

Improvements in Embossed

When Embossed Inlaid Linoleum was invented and patented by the Armstrong Cork Company in 1925, the public was given an entirely new kind of floor. Its unique qualities brought quick acceptance.

Today Armstrong's Embossed Inlaid Linoleum holds the strongest position in its history. Its original basic qualities have been improved upon steadily by Armstrong's research laboratory, engineering department, and designing staff.

Now, by a new manufacturing process fully covered by patents, additional sales points are added to this popular line. The outstanding improvements are a smoother surface, easy-to-clean embossing, greater strength and flexibility, brighter colors, and better patterns.

Armstrong's Straight Line Inlaids excel in the strength and character of their marble graining and also in the strong bond between the blocks and the burlap backing. This strength is obtained by a special process of coating the burlap before the blocks are applied. Another sales point that can be employed effectively is the use of four marble colors in many of the new patterns.

In Plain, Jaspé, and Marbelle Inlaid Linoleum Armstrong presents an unequaled assortment of colors for borders and specially designed floors. And the smooth surface of these grades of linoleum is another strong sales point.

Armstrong's leadership and quality are just as evident in lower priced lines. The smooth, extra-durable surface of Printed Linoleum is produced by a special process perfected by Armstrong's laboratories. Many of the patterns have the deco-resq or "swirl" type marbling that is offered in no line except Armstrong's Quaker Rugs and Floor Covering. Another outstanding feature is the large selection of designs available in Armstrong's Quaker and Standard Rugs and Floor Covering.

FOR ARCHITECTS

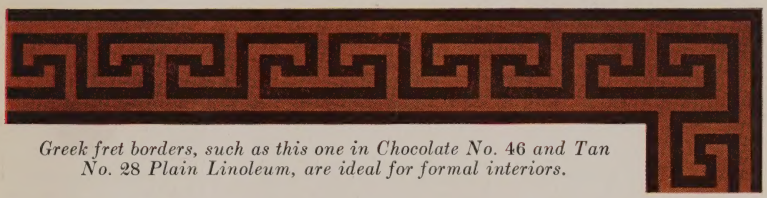
Sweet's Catalogue File contains a 20-page catalogue on Armstrong's Resilient Floors —Linoleum, Linotile, Cork Tile, Accotile, and Rubber Tile; also a 6-page catalogue on Armstrong's Linowall. Patterns, colors, specifications, and other technical data are included. Refer architects and builders to these Armstrong catalogues in Sweet's.

SELL BORDERS WITH INLAID LINOLEUM

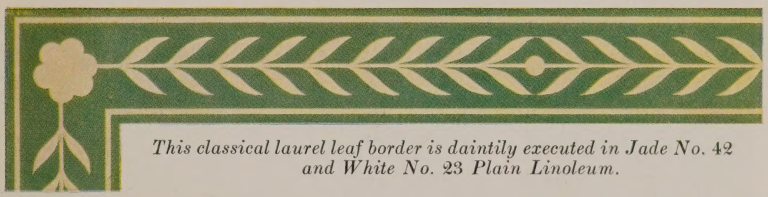
FOR the same reason that most rugs have borders—to set off the beauty of their field design—a fine linoleum floor is helped by an attractive border.

The demand for border work has greatly increased in the past few years, and merchants everywhere are finding it a profitable "extra" as well as a good means of building their reputations.

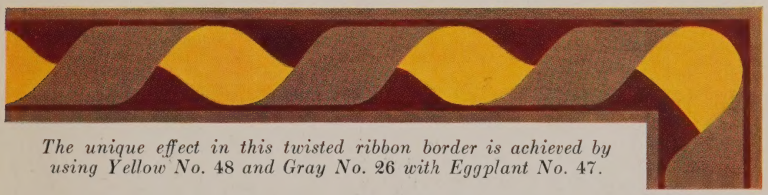
Below are some special border treatments (not stocked) designed by the Armstrong Bureau of Interior Decoration. Borders of this type for special jobs will be designed for you free by the Bureau. See pages 337-39 for standard border recommendations for all inlaid patterns.



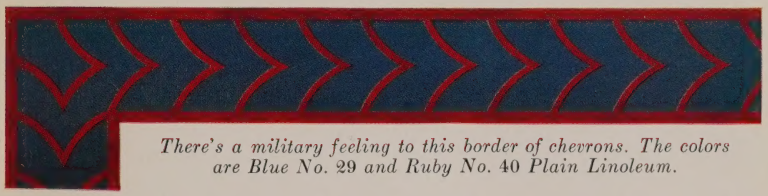
Greek fret borders, such as this one in Chocolate No. 46 and Tan No. 28 Plain Linoleum, are ideal for formal interiors.



This classical laurel leaf border is daintily executed in Jade No. 42 and White No. 23 Plain Linoleum.



The unique effect in this twisted ribbon border is achieved by using Yellow No. 48 and Gray No. 26 with Eggplant No. 47.



There's a military feeling to this border of chevrons. The colors are Blue No. 29 and Ruby No. 40 Plain Linoleum.

LINOSETS GIVE FLOORS INDIVIDUALITY

Anchor is cut from No. 23. Coiled rope, No. 28—Field, No. 29.

Compass is cut from No. 46. Letters, No. 40—Field, No. 28.

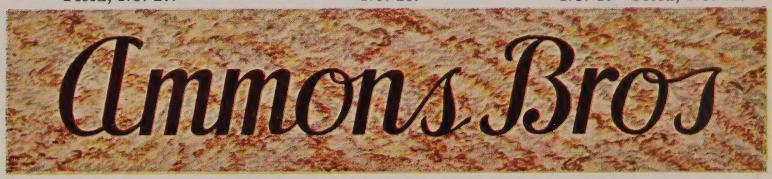
Monogram letters are cut from No. 41. Field, No. 019.

Sagittarius is cut from No. 27. Symbols, No. 40—Field, No. 018.

Grapes are cut from No. 47. Leaves and goblets, No. 42—Field, No. 48.

Crossed arrows and star circle are cut from No. 23. Field, No. 27.

Square and compass are cut from No. 26. Letter, No. 40—Field, No. 02.



Name is cut from No. 25. Field is No. 09.

Above are some typical Linosets, specially designed by the Armstrong Bureau of Interior Decoration to illustrate the possibilities for individualizing linoleum floors. These designs will not be stocked.

The Bureau will gladly work with retailers and their customers in designing special Linosets for any interior. These will be cut to order at the factory and shipped ready to install.

OUTLINE OF MERCHANDISING METHODS THAT BUILD PROFITABLE BUSINESS

ARMSTRONG'S Bureau of Retail Merchandising has conducted numerous surveys of floor covering markets and has made field tests of different methods of retail selling. The complete results of these studies are available in book form.

Following is a brief summary of the merchandising practices that have proved most effective in progressive stores:

1. Adequate Stocks. The department should carry up-to-date patterns in best-selling colors, and a reasonable showing of patterns for commercial interiors and for residential rooms other than kitchens and bathrooms. The stock should provide ample opportunity for salesmen to "trade up" and, keeping profitable turnover in mind, it should be well balanced as to grades.

2. Effective Display. The department should be well located, intelligently arranged, and adequately lighted. Linoleum patterns should be displayed in floor panels, and felt-base rugs can be shown best by using half-size rugs as supplied by Armstrong for display purposes. Model rooms with linoleum floors are also effective.

3. Good Salesmanship. Retail salesmen will close more sales by the following approach with shoppers: *First*, question the shopper to learn the buying problem. What room? How big is it? What is the color scheme? *Second*, start showing suitable patterns in medium or better grades rather than the cheapest material. Then, *if necessary*, work down in price range in order to make the sale. *Third*, build up an idea of value before quoting the price. Explain the selling features of the patterns, their points of beauty and utility. *Fourth*, explain the felt-layer method of laying and its great advantages. The use of a felt-layer model will aid in convincing customers that this method is "worth the money." *Fifth*, close the sale by unrolling the "favored" pattern on the floor where its beauty will be most appealing.

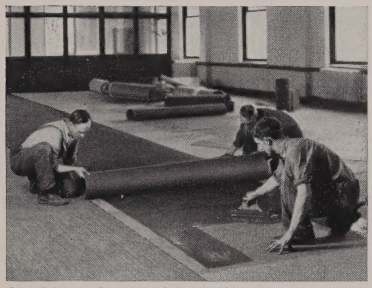
Every department should have at least one man who makes linoleum his specialty. Part of his time should be devoted to selling outside of the store.

Borders, insets, and special floor treatments are business builders. See pages 337-339 for border recommendations on all Armstrong's Inlaid patterns.

STEPS IN INSTALLING A LINOLEUM FLOOR

1. Fit lining felt carefully, butting edges at seams. Lay felt and linoleum in opposite directions or split felt width to avoid having the linoleum and felt seams coincide.

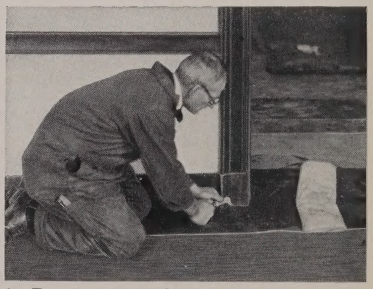
2. Lay felt strip back about half its length and spread paste on floor evenly and sparingly. Cover with lining felt quickly before a scum forms on surface of paste and interferes with a good bond.



3. After thoroughly rolling pasted felt, fit linoleum and spread paste. If waterproof cement is called for, leave margins at seams and wall. Lay linoleum and roll floor in both directions.

4. Avoid scarring felt when cutting seams. Cut through overlapped layers of Plain, Jaspé, and Marbelle. With pattern goods, align figures and trim to keep pattern whole.

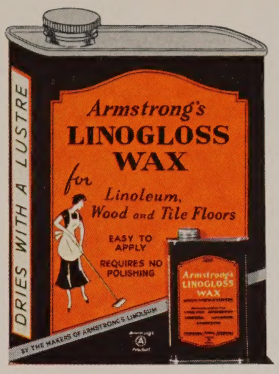
5. Use a square-end spatula or broad putty knife to apply a thin coat of waterproof cement under seams and edges. Do not overlap paste and cement. Weight with sandbags.



6. Borders are laid after the field pattern has been pasted in place. In bordering adjoining rooms, a solid piece should be fitted into the doorway to avoid a seam.

TELL CUSTOMERS HOW TO CLEAN FLOORS

BY advising customers how to take care of their floors merchants can virtually eliminate a frequent cause for complaint—improper maintenance. Moreover, good will is gained when interest does not end with the closing of a sale.



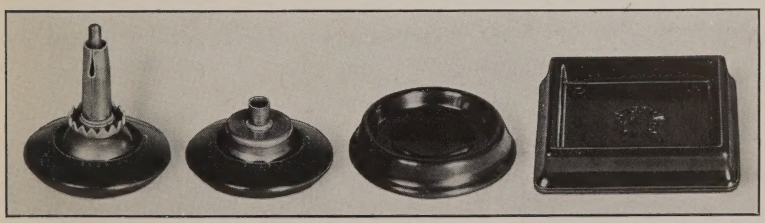
This counter display card will help you sell more Linogloss.

Care of linoleum in homes. When the floor is installed, apply Armstrong's Linogloss Wax. Go over the floor with dry mop to remove dust and brighten the polish. Wipe up dirt with a damp cloth or mop. Wash when necessary with mild soapsuds (see page 342) and rinse with clear water. Rewax with Linogloss as appearance requires.

Care of linoleum in public or commercial interiors. Apply Armstrong's Linogloss Wax when the floor is installed. Two applications are recommended to build up a hard, durable wax surface. Make additional applications as traffic requires. For daily care, sweep with a hair broom.

Care of felt-base rugs. Dust with a dry mop, and wipe up spilled things with a damp cloth. Wash occasionally with warm soapsuds made with mild soap (see page 342) and rinse with clear water. Apply Armstrong's Linoleum Lacquer once or twice a year or use Armstrong's Linogloss. Never lacquer over wax.

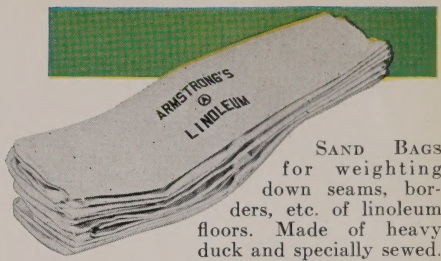
Armstrong's Linogloss Wax can be used on linoleum, wood, or other floors. It dries with a lustre in about 30 minutes and need not be polished unless a high gloss is desired.



To prevent denting the floor, furniture should be equipped with Bassick NoMar Gliders or Cups. The Bassick line, illustrated above, is sold by Armstrong.

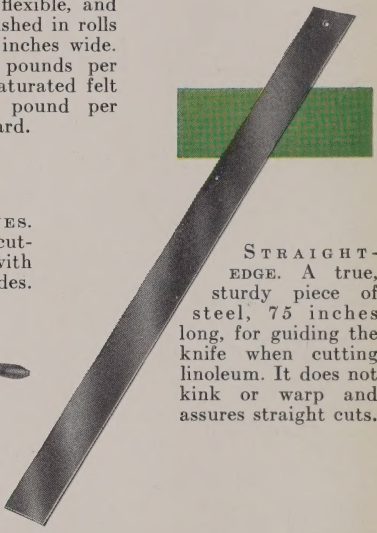
ARMSTRONG'S SUNDRIES FOR LAYING AND CARE

ARMSTRONG'S LINING FELTS, saturated and unsaturated. They are strong, flexible, and easy to cut. Furnished in rolls 50 yards long, 36 inches wide. Both weigh 1½ pounds per square yard. Unsaturated felt is made also 1 pound per square yard.



SAND BAGS for weighting down seams, borders, etc. of linoleum floors. Made of heavy duck and specially sewed.

LINOLEUM KNIVES. Curved for easy cutting. Furnished with long or short blades.



STRAIGHT-EDGE. A true, sturdy piece of steel, 75 inches long, for guiding the knife when cutting linoleum. It does not kink or warp and assures straight cuts.

LINOLEUM ROLLERS. Made in three sections to permit easy turning. Two weights, 75-pound for household installations of thin inlaids, and 150-pound for heavier gauges. Both rollers are the same size and parts are interchangeable.

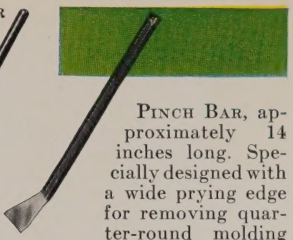
ARMSTRONG'S LINOLEUM PASTE insures a strong bond between linoleum, felt, and floor.

ARMSTRONG'S WATERPROOF CEMENT for sealing any joints that should be made waterproof.

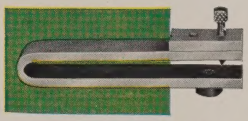
ARMSTRONG'S SUNDRIES FOR LAYING AND CARE

ARMSTRONG'S LINOGLOSS WAX. A superior water-emulsion type wax which dries with a lustre, needs no polishing.

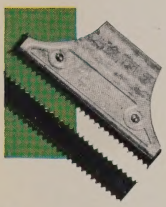
LINOGLOSS APPLICATOR for spreading Armstrong's Linogloss Wax. Has 8-inch head double-faced with high quality lamb's wool.



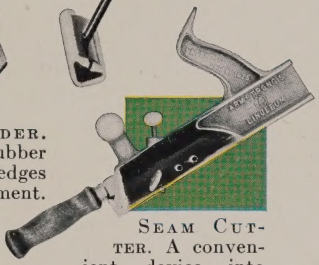
PINCH BAR, approximately 14 inches long. Specially designed with a wide prying edge for removing quarter-round molding without damage.



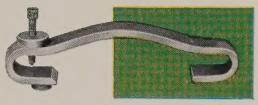
LINOLEUM RECESS SCRIBING TOOL for fitting linoleum close to stair tread nosing, table tops, and other recesses or edges.



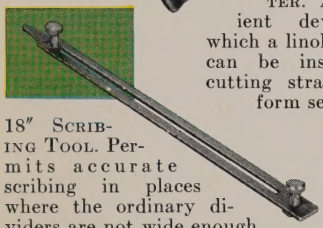
PASTE SPREADER. Has reversible rubber edges. Extra edges made for replacement.



SEAM CUTTER. A convenient device into which a linoleum knife can be inserted for cutting straight, uniform seams.



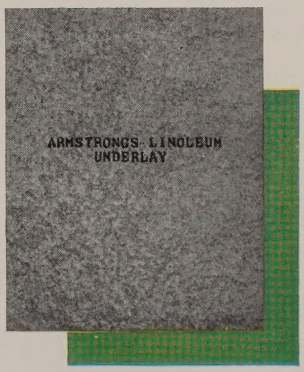
RECESS TOOL FOR COVE AND BASE. A handy tool for fitting linoleum floors against Armstrong's Metal Back Cove and Base.



18″ SCRIBING TOOL. Permits accurate scribing in places where the ordinary dividers are not wide enough.

ARMSTRONG'S LINOLEUM LACQUER for residence floors that need frequent washing and for printed rugs and floor covering.

ARMSTRONG'S LINOLEUM UNDERLAY for use over uneven wood floors. Makes a smooth base for linoleum.



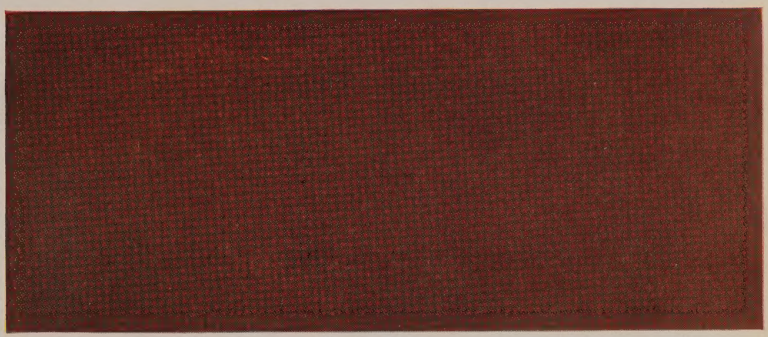
ARMSTRONG'S

This floor in the Illinois Host Building at the Century of Progress, Chicago, shows what intricate designs may be achieved with Armstrong's Plain Linoleum.

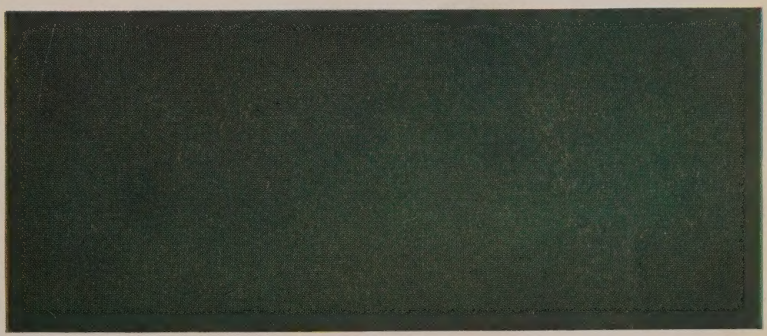
WIDE RANGE OF PLAIN COLORS

STRONG features of Armstrong's Plain Linoleum are, first, its extra-smooth, dirt-resistant surface and, second, its wide range of colors. The first point is particularly important for commercial interiors where traffic is severe.

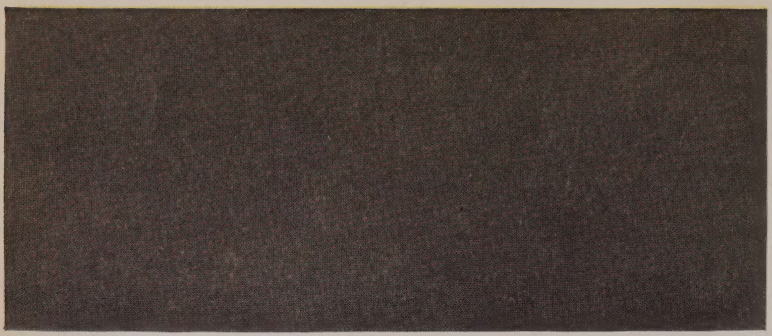
The wide range of colors creates endless possibilities for specially designed floors, distinctive Linosets, and fancy border treatments. Better prices are secured for special floors fashioned from plain colors.



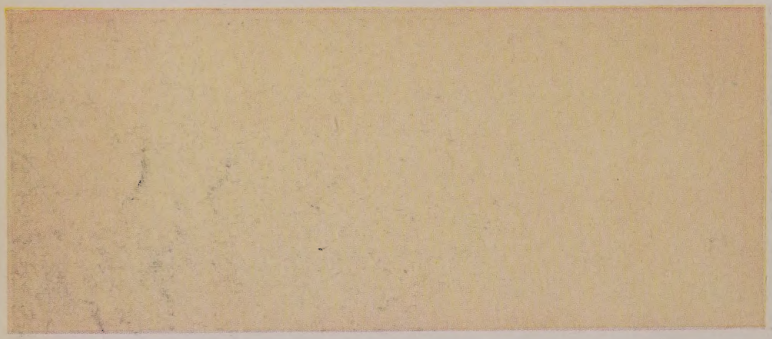
No. 20 Brown
2 yards wide only. **Code Words: 6mm. Gauge...OVOZI, 3/16" Gauge..OVRIJ 1/8" Gauge...OBEIB, Medium Gauge...OVTAN, Standard Gauge...OVUTA**



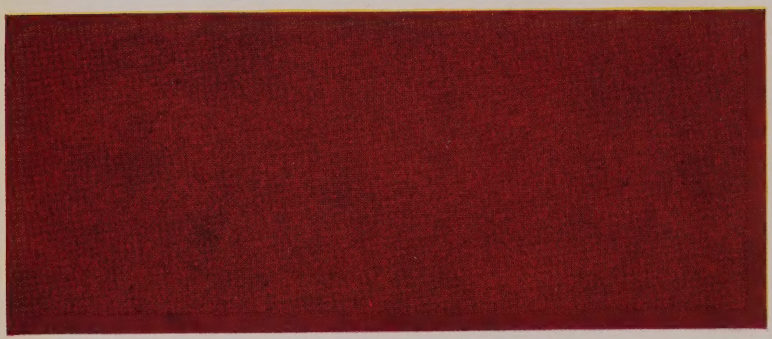
No. 21 Evergreen
2 yards wide only. **Code Words: 6mm. Gauge...OVREY, 3/16" Gauge...OVRUH 1/8" Gauge...OBELF, Medium Gauge...OVTHY, Standard Gauge...OVYAG**



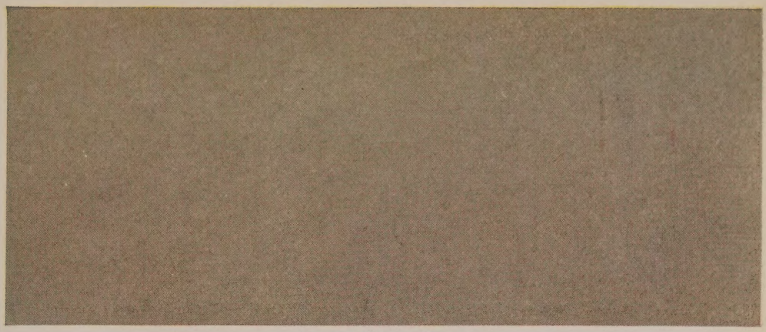
No. 22 Dark Gray
2 yards wide only. **Code Words: 6mm. Gauge...OVRAT, 3/16" Gauge...OVRON 1/8" Gauge...OBENZ, Medium Gauge...OVTEJ, Standard Gauge...OVUVE**



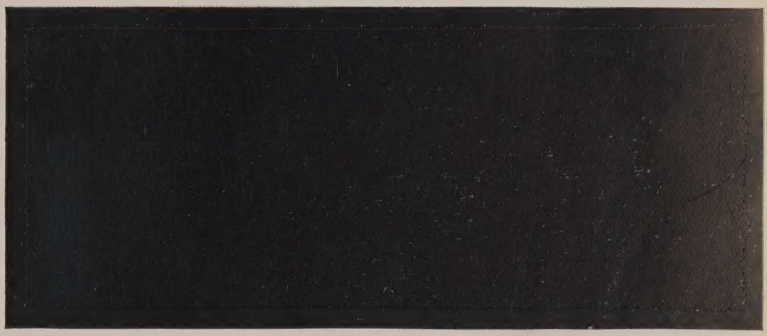
No. 23 White
2 yards wide only
Code Words: 1/8" Gauge...OBODS, Medium Gauge...OBOFU



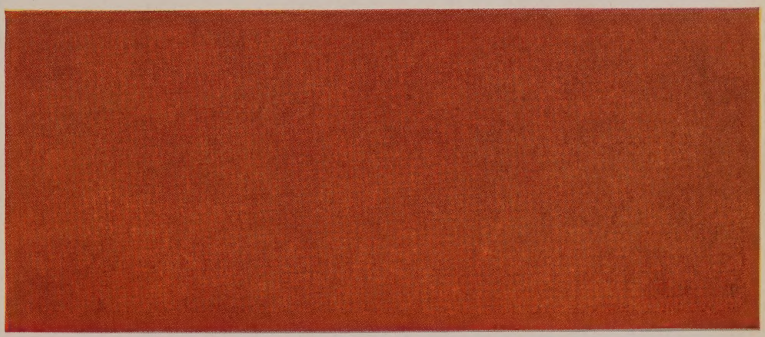
No. 25 Terra Cotta
2 yards wide only. **Code Words: 6mm. Gauge...OAVYGE, 3/16" Gauge...OAVVAC 1/8" Gauge...OAVVEZ, Medium Gauge...OFKIT**



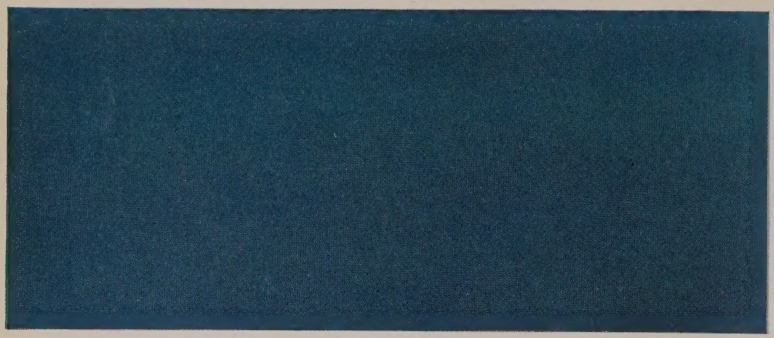
No. 26 Silver Gray
2 yards wide only
Code Word: 1/8" Gauge...OWEAV



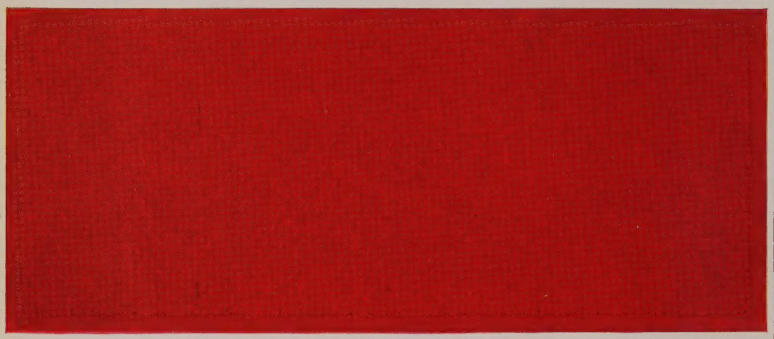
No. 27 Black
2 yards wide only. **Code Words: 6mm. Gauge...OCHOX, 3/16" Gauge...OWFAD**
1/8" Gauge...OVMEV, Medium Gauge...OWFEP, Standard Gauge...OTAYB



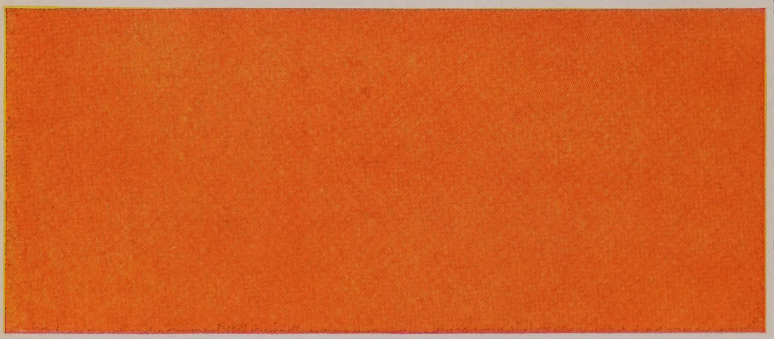
No. 28 Tan
2 yards wide only
Code Word: 1/8" Gauge...OWEKU



No. 29 Cadet Blue
2 yards wide only
Code Words: ⅛″ Gauge...OWELC, Medium Gauge...OWFYG

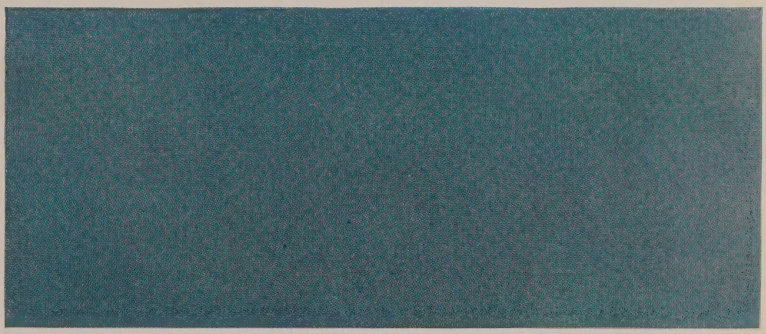


No. 40 Ruby
2 yards wide only
Code Words: ⅛″ Gauge...OBYFF, Medium Gauge...OBYJE



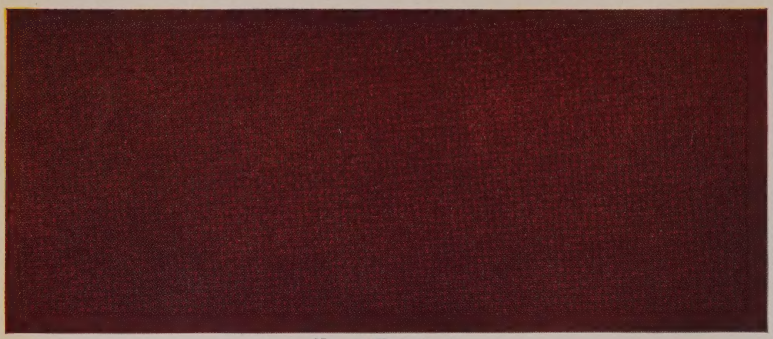
No. 41 Orange
2 yards wide only
Code Words: ⅛″ Gauge...OBYLG, Medium Gauge...OBYOB

No. 42 Jade
2 yards wide only
Code Words: ⅛″ Gauge...OBYSP, Medium Gauge...OBYUX



No. 43 Oriental Blue
2 yards wide only
Code Words: ⅛″ Gauge...OBYXO, Medium Gauge...OBZAR

No. 46 Chocolate
2 yards wide only. **Code Words: 3/16″ Gauge...OMPEX, ⅛″ Gauge...OCAEB, Medium Gauge...OCAIF**



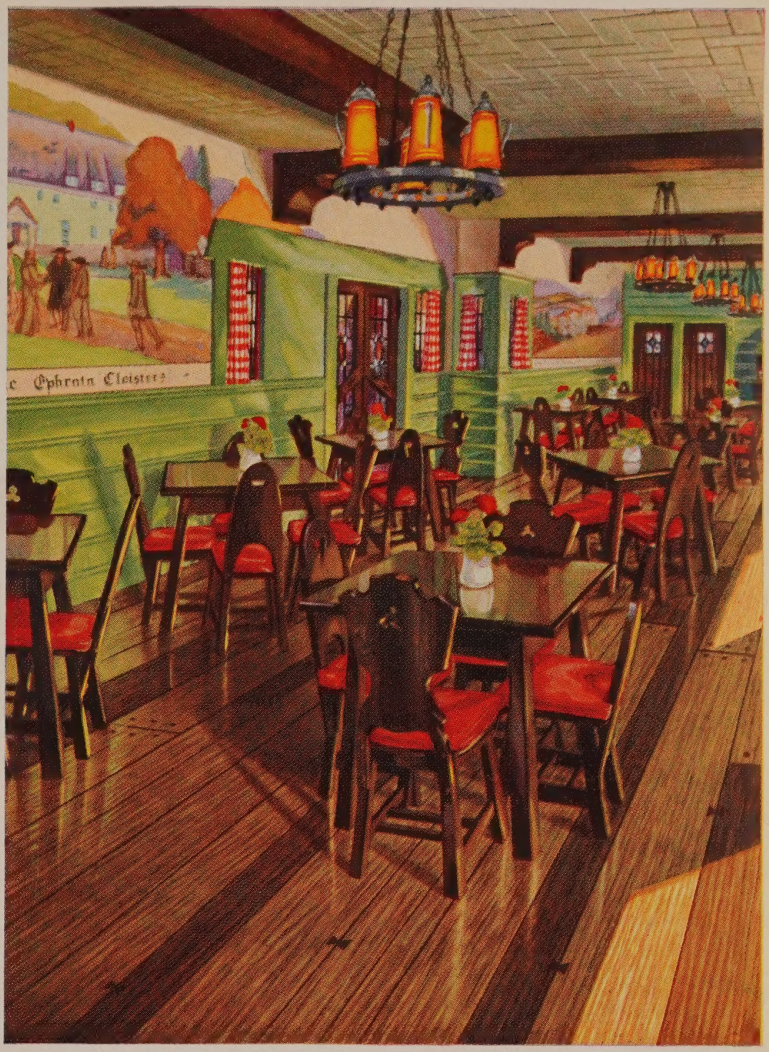
No. 47 Eggplant
2 yards wide only
Code Word: ⅛" Gauge...OCAMM

No. 48 Canary Yellow
2 yards wide only
Code Word: ⅛" Gauge...OFVID

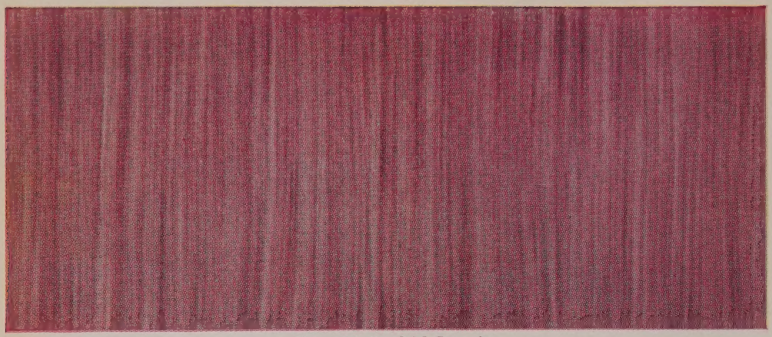
JASPÉ IS AN ALL-PURPOSE FLOOR

JASPÉ Linoleum, with its subdued two-tone graining, makes a dignified, highly serviceable floor for a wide variety of interiors. It has long been a favorite for both residential and contract purposes.

Like Plain Linoleum, Jaspé lends itself to making custom-laid floors of distinctive design. The eleven colors in the Armstrong Line give broad scope to the artistic talent and originality of decorators and architects.

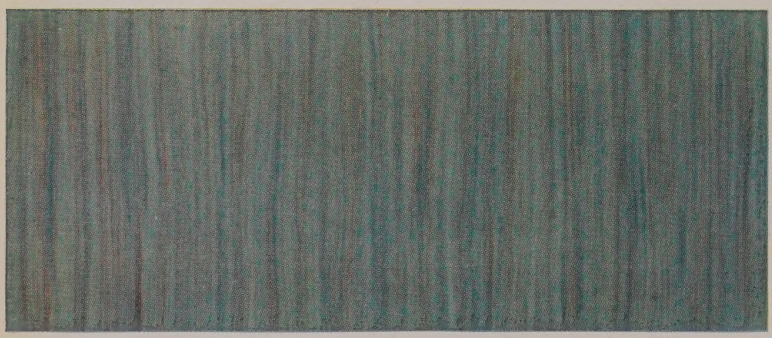


Realistic "plank" floors with all the superior merits of linoleum are being made with Armstrong's Jaspé Linoleum. This one is in the German Village Restaurant, Lancaster, Pa.



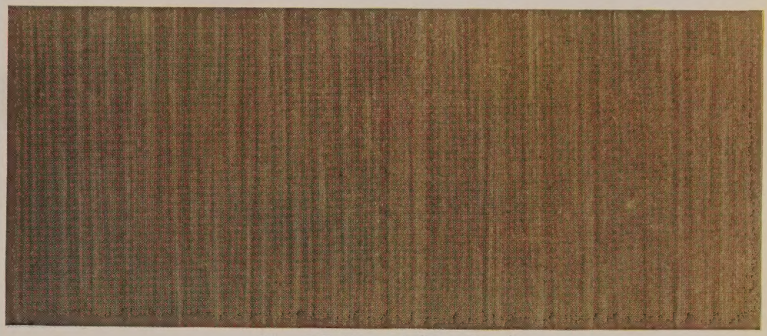
No. 010 Orchid Jaspé
2 yards wide only
Code Words: ⅛″ Gauge...OFWER, Medium Gauge...OFWOP

No. 011 Apple Green Jaspé
2 yards wide only
Code Words: ⅛″ Gauge...OFXOD, Medium Gauge...OFYLK



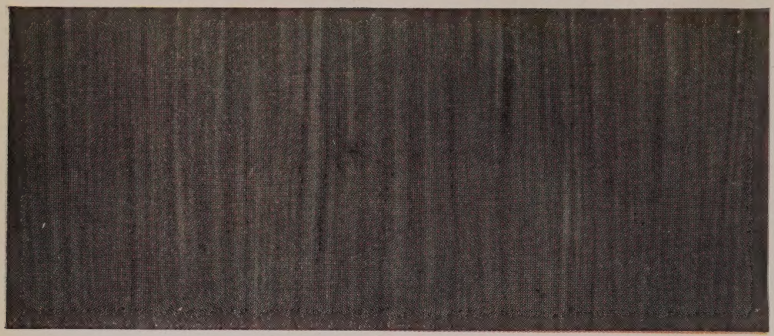
No. 012 Heather Jaspé
2 yards wide only
Code Words: ⅛″ Gauge...OFZIN, Medium Gauge...OFZUB

No. 12 Taupe Jaspé
2 yards wide only. **Code Words: 3/16″ Gauge...OTAZA**
1/8″ Gauge...OTBAY, Medium Gauge...OTBEH



No. 13 Driftwood Gray Jaspé
2 yards wide only. **Code Words: 3/16″ Gauge...OATABS,**
1/8″ Gauge...OTAAL, Medium Gauge...OTACT

No. 14 Rose Taupe Jaspé
2 yards wide only
Code Words: 1/8″ Gauge...OBMEK, Medium Gauge...OBMUM



No. 15 Steel Gray Jaspé
2 yards wide only. **Code Words: 3/16" Gauge...OTADU**
1/8" Gauge...OTAEN, Medium Gauge...OTAIP

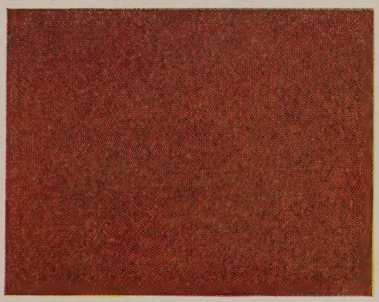
No. 16 Malay Brown Jaspé
2 yards wide only. **Code Words: 3/16" Gauge...OATACK**
1/8" Gauge...OTAKS, Medium Gauge...OTALF

No. 17 Autumn Brown Jaspé
2 yards wide only. **Code Words: 3/16" Gauge...OTAMM**
1/8" Gauge...OTAOX, Medium Gauge...OTAPO

No. 18 Royal Blue Jaspé
2 yards wide only
Code Words: 1/8" Gauge...OTARV, Medium Gauge...OTASI

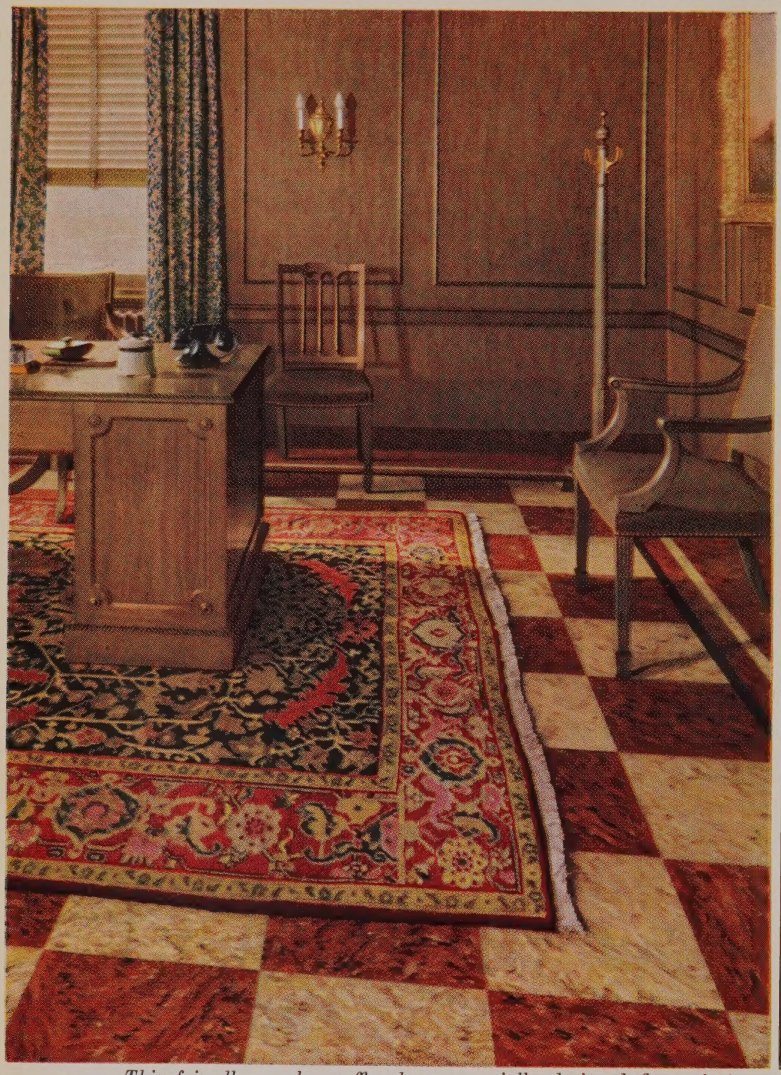
No. 19 Hunter Green Jaspé
2 yards wide only. **Code Words: 3/16" Gauge...OLTES**
1/8" Gauge...OTAUZ, Medium Gauge...OTAWY

ARMSTRONG'S CORK CARPET



No. 31 Brown Cork Carpet—Unpolished
2 yards wide only. 1/4" Gauge
Code Word—ODQUO

No. 32 Green Cork Carpet—Unpolished
2 yards wide only. 1/4" Gauge
Code Word—ODREV



ARMSTRONG'S

This friendly, modern office has a specially designed floor of Armstrong's Marbelle Inlaid in alternating blocks of Patterns 09 *and* 017. *The paneled walls are Armstrong's Walnut Linowall Pattern* 736.

MARBELLE INLAID LINOLEUM IS STEADILY GAINING IN YARDAGE

STARTING in 1932 when Armstrong first increased the selection of colors in Marbelle Inlaid, sales of this type of linoleum have risen steadily. No longer just a "contract" floor covering or a border material, Marbelle Inlaid is being sold for all types of rooms by small and large stores alike.

A stock is not complete without a selection of the twelve stunning marble colors included in the 1935 line. Three of these are additions since last year—Patterns 018, 019, and 020. This large assortment affords harmony with any color scheme.

Marbelle Inlaid makes a splendid floor for stores, offices, building corridors, schools, hotels, libraries, and institutions. Most rooms in the home can also be laid with Marbelle—particularly the living-room, dining-room, hall, sun porch, kitchen, and bathroom. It appeals to customers who wish a good-looking, serviceable floor that does not have a strong, pronounced pattern.

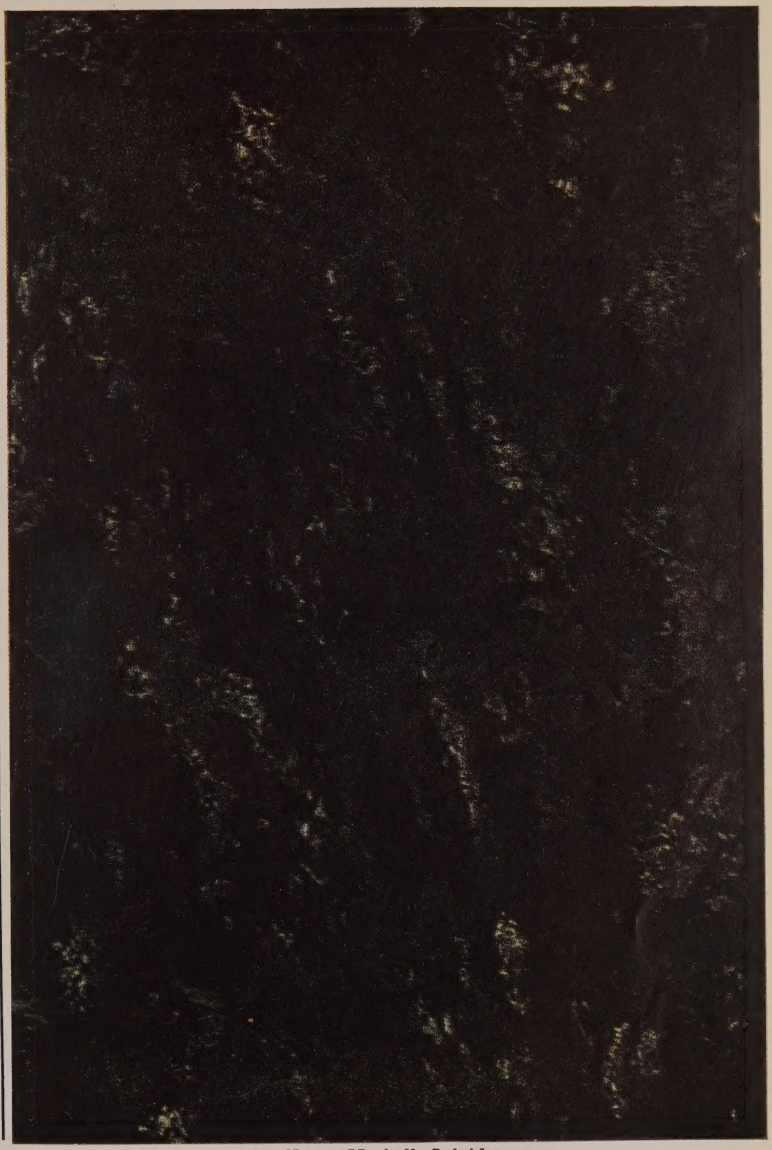
Distinctive custom-laid floors are often designed with Marbelle because the colors can be employed in such attractive combinations. Then, too, there is border work for which it is eminently suitable.

In addition to the regular six-foot-wide rolls, Marbelle Inlaid is furnished, for border work, in convenient Linostrips of 45 lineal feet, either $\frac{5}{8}$ inch or $1\frac{1}{2}$ inches wide, and in full rolls of any width from 3 inches to 3 feet.

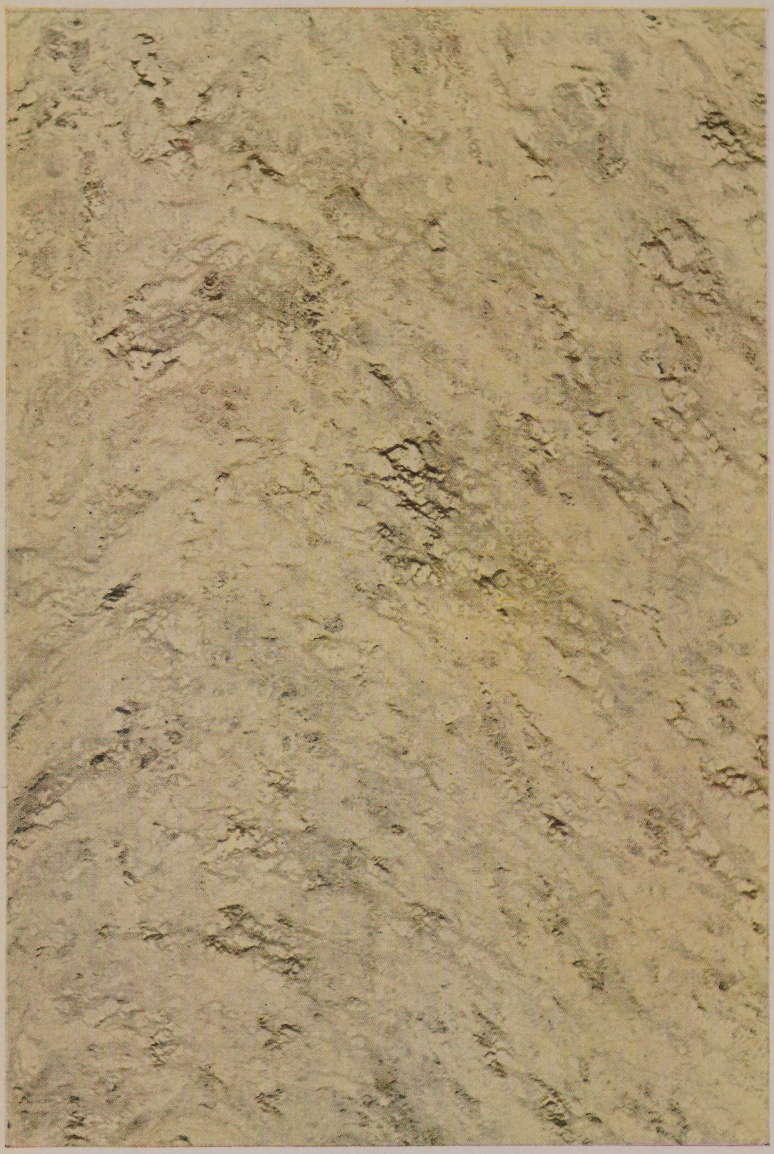
ARMSTRONG'S

No. 01 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (1/8") Gauge...MASYC, Medium Gauge...MATAJ

ARMSTRONG'S



No. 02 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (1/8") Gauge...MAAWAEL, Medium Gauge...MABUX
Standard Gauge...MAUYC



No. 03 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛″) Gauge...MAAWALT, Medium Gauge...MABYM

ARMSTRONG'S

No. 05 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛") Gauge...MACEZ, Medium Gauge...MACHU

ARMSTRONG'S

No. 06 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛″) Gauge...MACIX, Medium Gauge...MAESY

ARMSTRONG'S

No. 07 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛") Gauge...MAEUJ, Medium Gauge...MAEZT

ARMSTRONG'S

No. 08 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only. **Code Words: Heavy (1/8") Gauge . . . MATDA**
Medium Gauge . . . MATGE, Standard Gauge . . . MAYNY

ARMSTRONG'S

No. 09 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only. **Code Words: Heavy (1/8") Gauge...MATEW Medium Gauge...MATIR, Standard Gauge...MAYOD**

No. 017 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛") Gauge...MAIPU, Medium Gauge...MAIRC

ARMSTRONG'S

No. 018 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛") Gauge...MAHFE, Medium Gauge...MAHGI

ARMSTRONG'S

No. 019 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Words: Heavy (⅛") Gauge...MAHIN, Medium Gauge...MAHOC

ARMSTRONG'S

No. 020 Marbelle Inlaid
(Plate shows approx. 1/5 scale) 2 yards wide only. Code Words: Heavy (1/8") Gauge...**MAKTE**
Medium Gauge...MAKUL, Standard Gauge...**MAXBA**

ARMSTRONG'S

You would hardly think it, but this is just an old side porch with a gay awning to hide the ceiling, new paint to freshen the walls, and a regal floor of Armstrong's Handmade Marble Inlaid Linoleum, Pattern 152.

HANDMADE MARBLE INLAID—FOR THE UTMOST IN BEAUTY

AT the very top of Armstrong's all inclusive line is Handmade Marble Inlaid. No finer linoleum is made. Its distinctive beauty and its sturdy wearing qualities recommend it for the finest interiors.

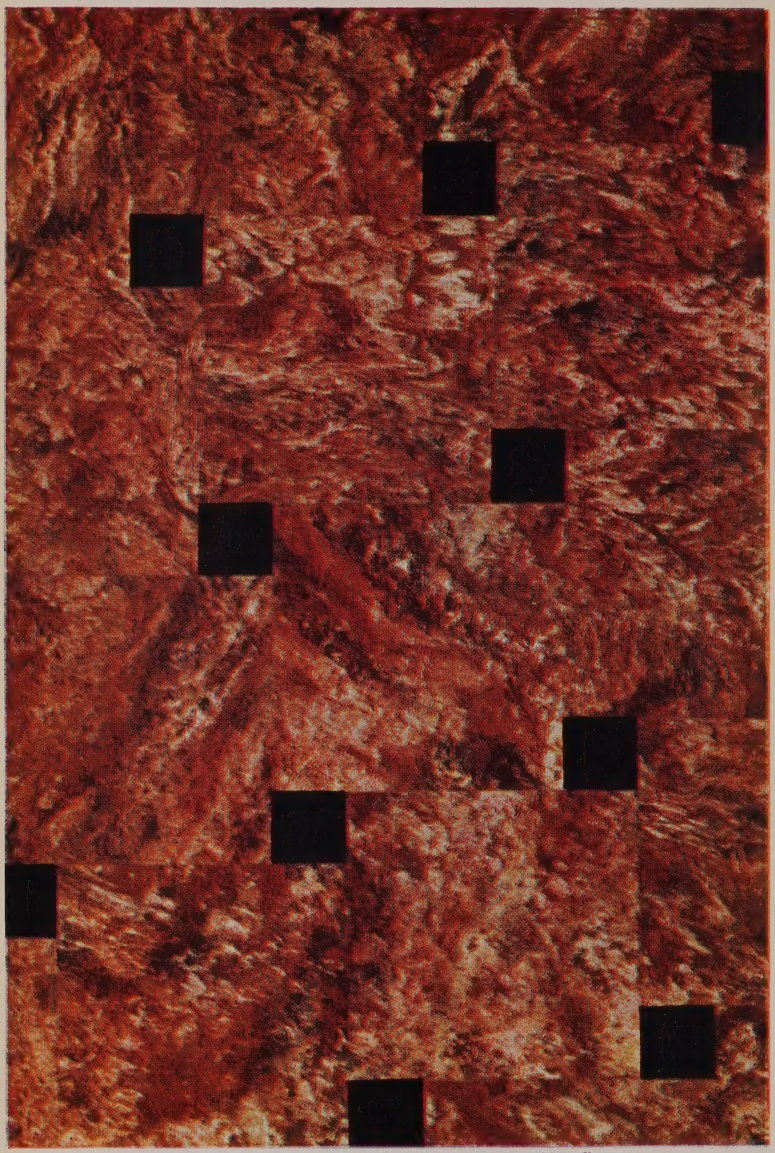
The patterns are built by laying each individual piece in its place by hand. By this manual process, effects are achieved which cannot be duplicated in machine-made linoleum.

For one thing, the graining in one block runs at right angles to that in the adjoining block. The graining in most machine-made inlaids, on the other hand, must run in the same general direction throughout the pattern.

The market for Handmade Marble Inlaids consists in the main, of course, of residences valued above $10,000 and of fine offices, stores, and institutions. Accordingly many of the patterns are designed especially for large floor areas. Appropriate for smaller interiors are several patterns in six-inch blocks and also some patterns of the "allover" type.

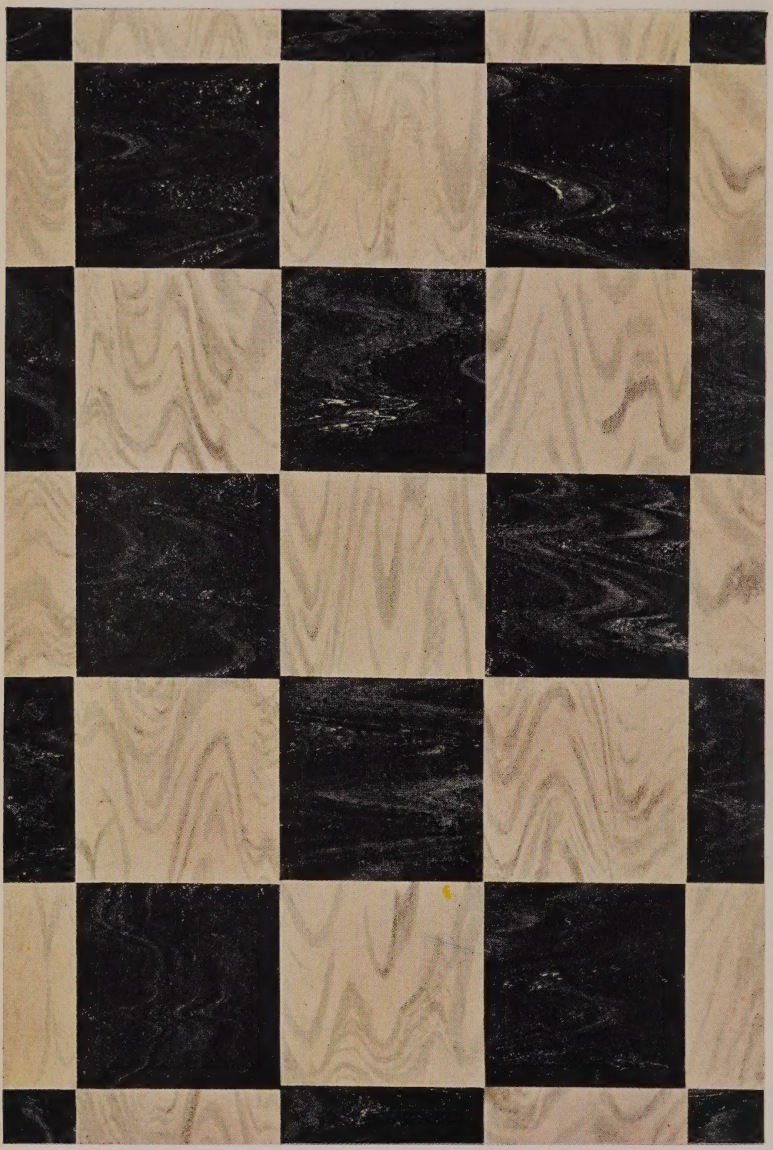
Borders can and should be sold on virtually all jobs calling for this grade of linoleum. A customer who buys Handmade Marble Inlaid will seldom hesitate at this added expenditure.

Under the simplified classification of gauges, Handmade Marble Inlaid is made in Heavy (1/8") Gauge and hence can be bordered with Heavy (1/8") Gauge Marbelle and 1/8" Plain or Jaspé.



No. 61 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MAIBOMP

No. 62 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MAIBOPF



No. 70 Handmade Marble Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only
Code Word—MAMXIM

No. 73 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MAIHFAX

No. 85 Handmade Marble Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MAIZDYR

ARMSTRONG'S

No. 89 Handmade Marble Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—12″ x 12″) 2 yards wide only
Code Word—MAZMAS

ARMSTRONG'S

No. 90 Handmade Marble Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—MAEBAMP

No. 152 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Size of Blocks—9" x 9") 2 yards wide only
Code Word—MAOLTOT

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ARMSTRONG'S

No. 160 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MASOL

No. 161 Handmade Marble Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only
Code Word—MASPA

No. 162 Handmade Marble Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—MASUG

ARMSTRONG'S

No. 520 Parquetry Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—PKANKGO

There's everlasting sunshine in this floor of Armstrong's Embossed Inlaid Pattern 6253. *And in the walls, too. They're Armstrong's Yellow Linowall, Pattern* 723. *(Natural color photograph)*

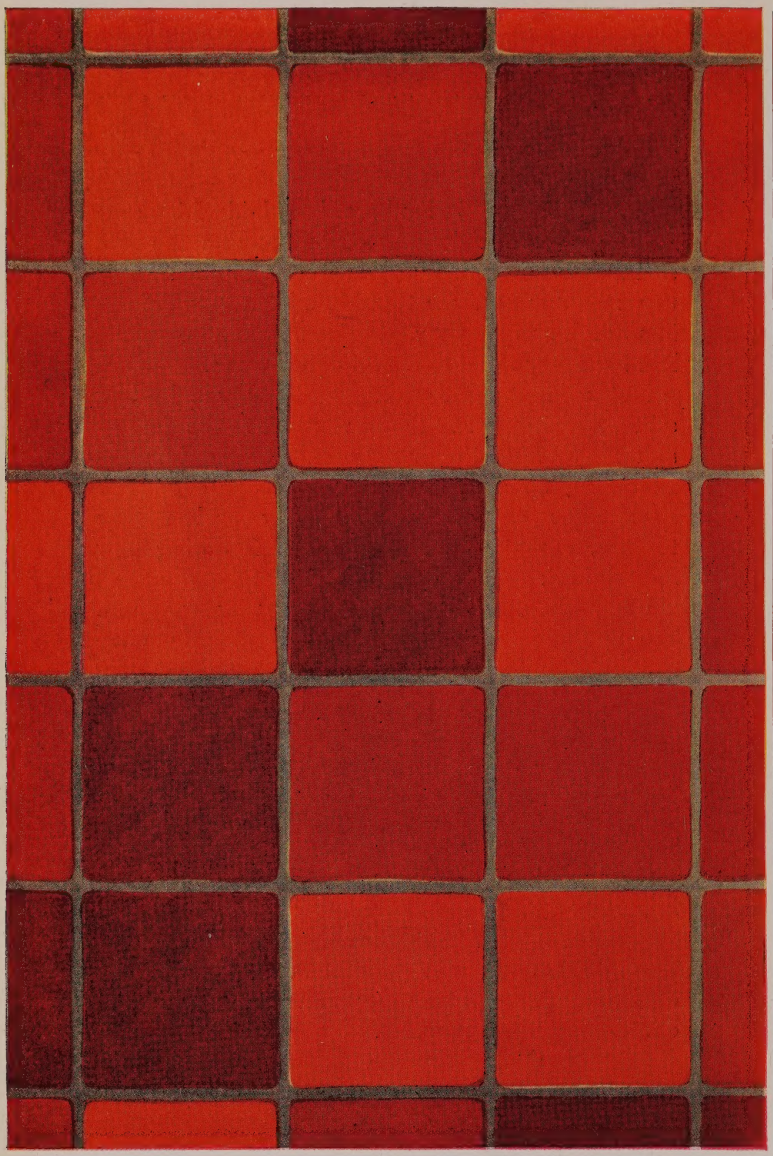
ARMSTRONG'S EMBOSSED INLAID IS NOW A BETTER LINE THAN EVER

ARMSTRONG'S Embossed Inlaid Linoleum has perhaps done more to increase the sale and widen the usage of linoleum than any other new types or new patterns that have been brought out in smooth surface floor coverings. It is an essential line for every retail linoleum department.

Not content with what was already a leading seller, Armstrong has further improved the quality and heightened the beauty of Embossed Inlaid Linoleum, making it a better line than ever. The advantages of distinctive beauty and unique texture, are strengthened by the following new sales points:

1. The surface is extra-smooth. 2. The embossing is streamlined—has no sharp angles to catch dust and dirt. 3. Interliners are more shallow. 4. The above three points make cleaning easy. 5. The "mix" is three times more strongly keyed to the burlap back. 6. Flexibility is greater—giving greater durability and simplifying installation. 7. Gauge is more uniform—making edges of seams coincide. 8. "Shaded tile" effects are further perfected. 9. Colors are clearer, brighter, and richer. 10. Attractive patterns in brand-new effects have been added.

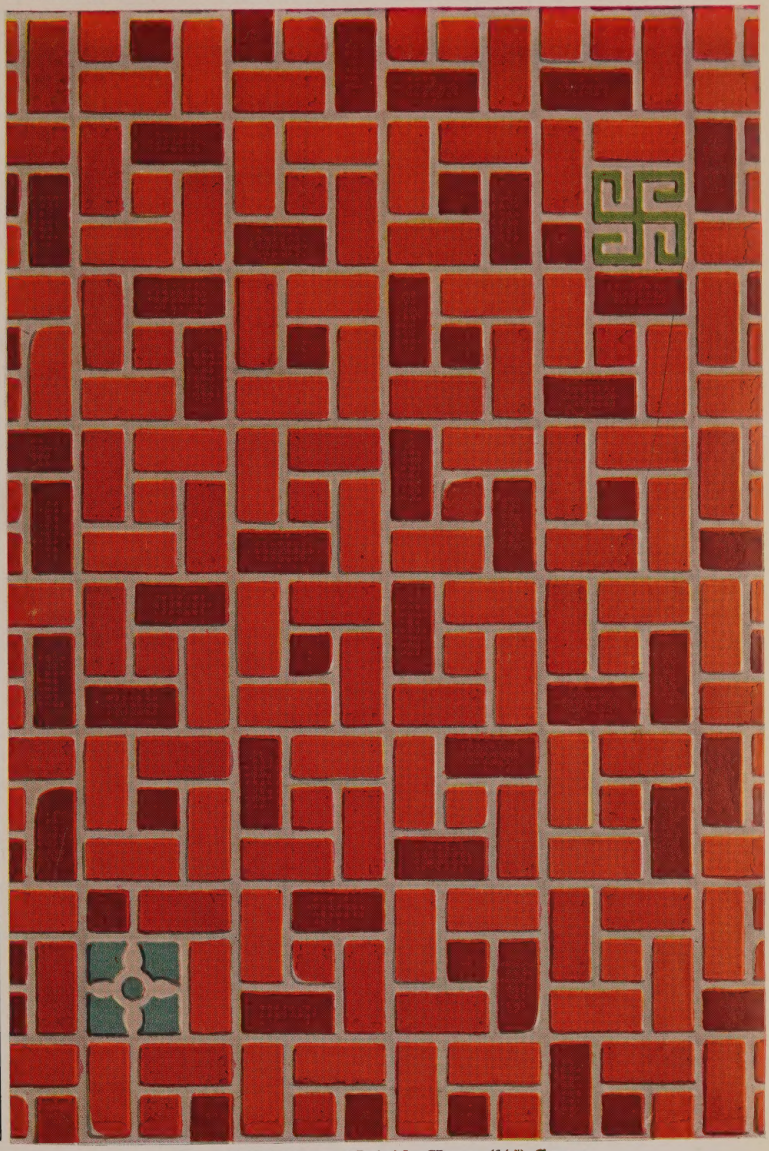
On the following pages are the 22 patterns offered in Heavy (1/8") Gauge Embossed Inlaid. Included among them are five new numbers, Patterns 6180, 6181, 6182, 6300, and 6310, each of them having distinctive features that alert salesmen can employ effectively in making sales.



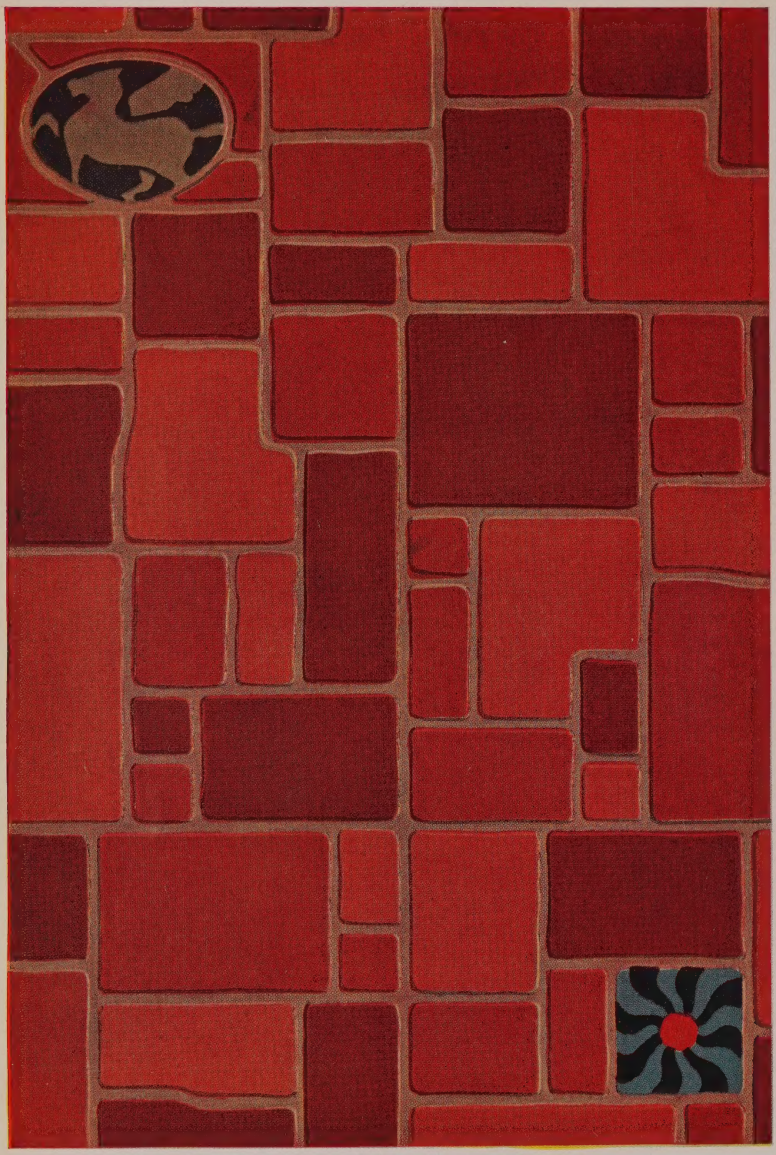
ARMSTRONG'S

No. 6018 Embossed Inlaid—Heavy (1/8″) Gauge
(Size of Blocks—about 6″ x 6″) 2 yards wide only
Code Word—AMASYSO

ARMSTRONG'S



No. 6028 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMASZOR

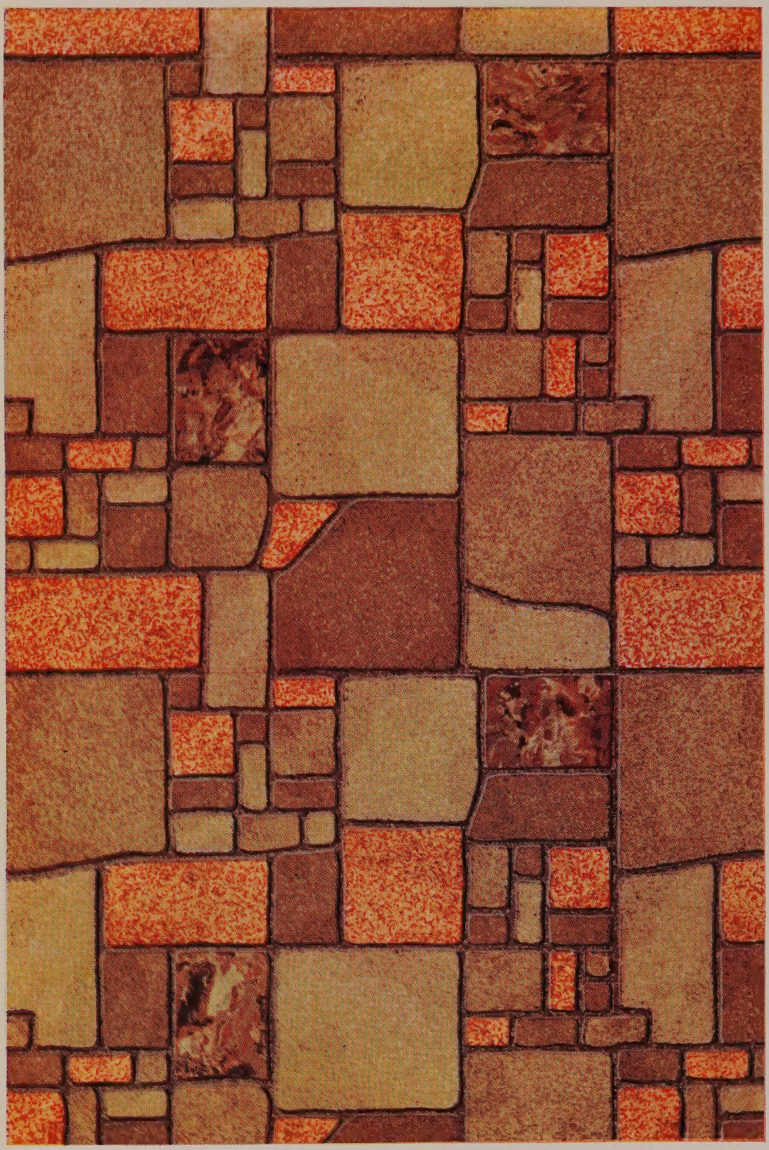


ARMSTRONG'S

No. 6061 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMAZYOB

ARMSTRONG'S

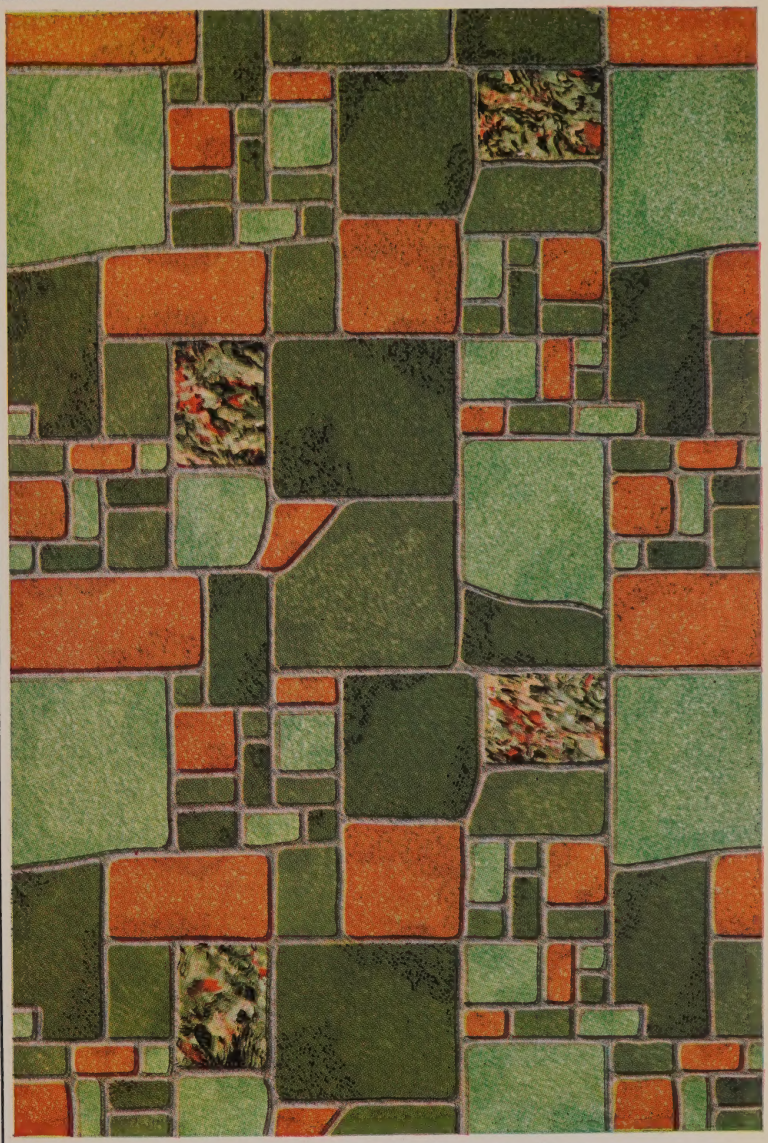
No. 6120 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMIHZYK



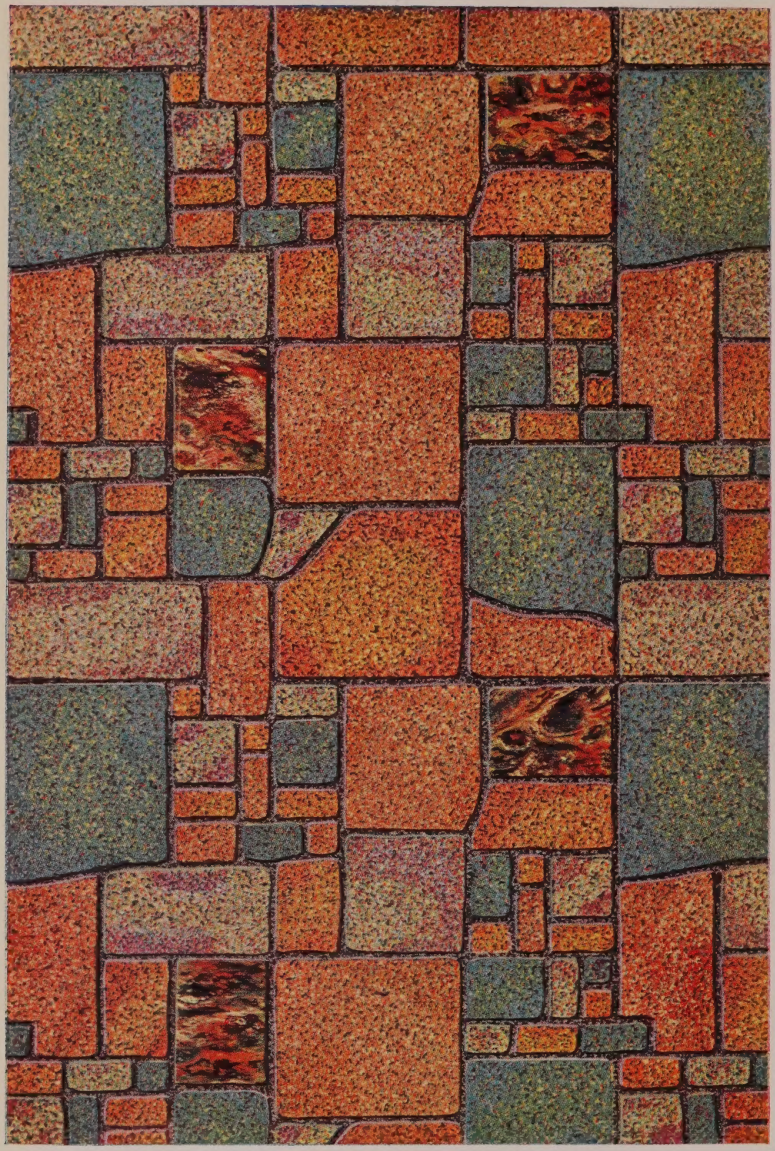
ARMSTRONG'S

No. 6180 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMIUM

ARMSTRONG'S



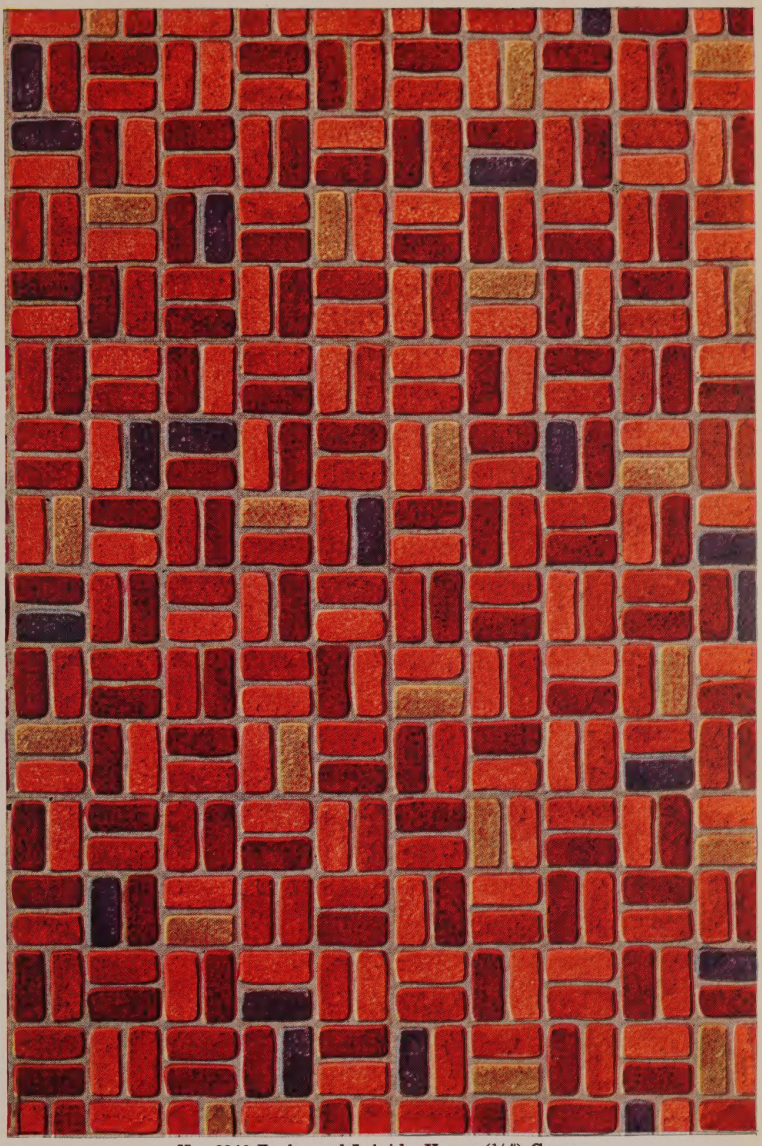
No. 6181 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMIVI



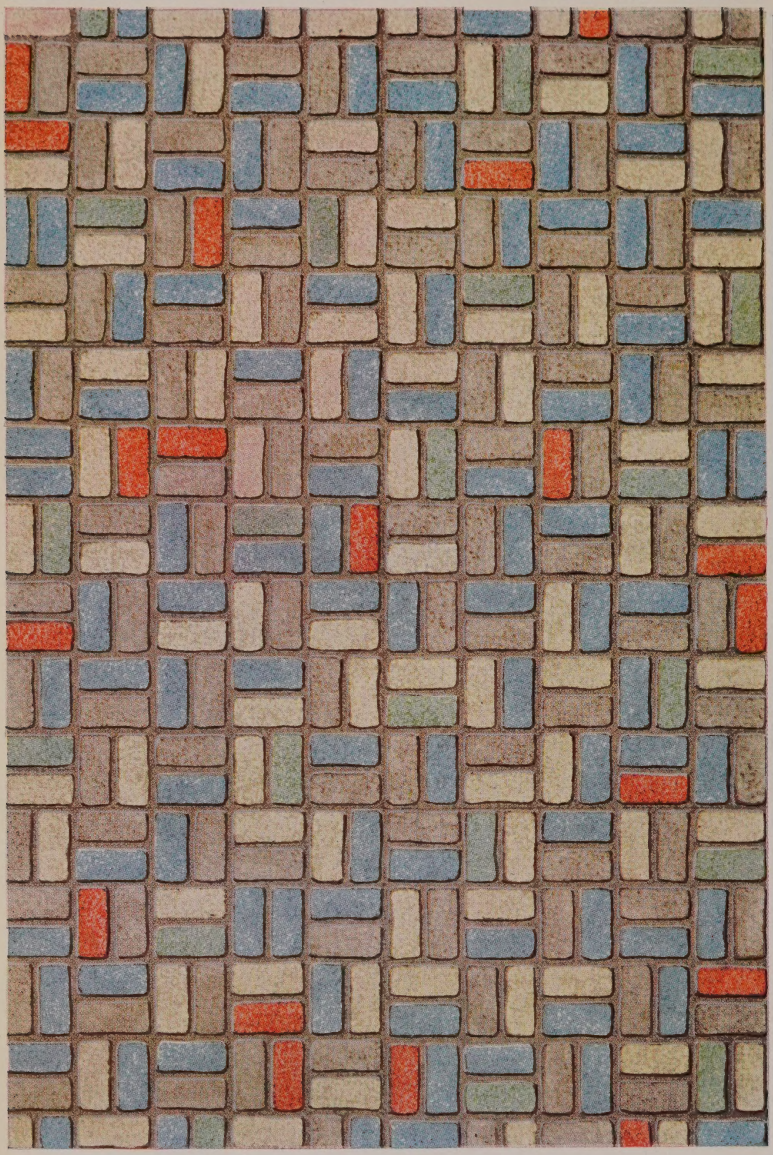
ARMSTRONG'S

No. 6182 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMJOK

ARMSTRONG'S

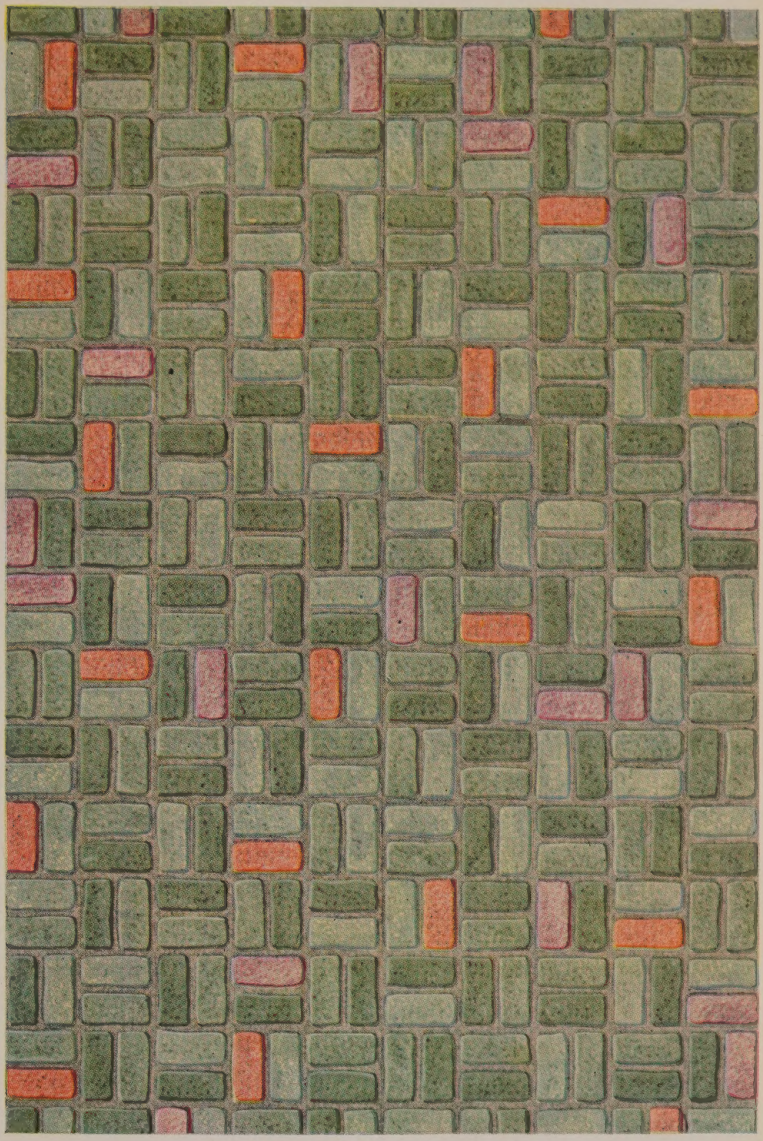


No. 6240 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMOLVTA



No. 6241 Embossed Inlaid—Heavy (1/8") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMOLVUD

ARMSTRONG'S

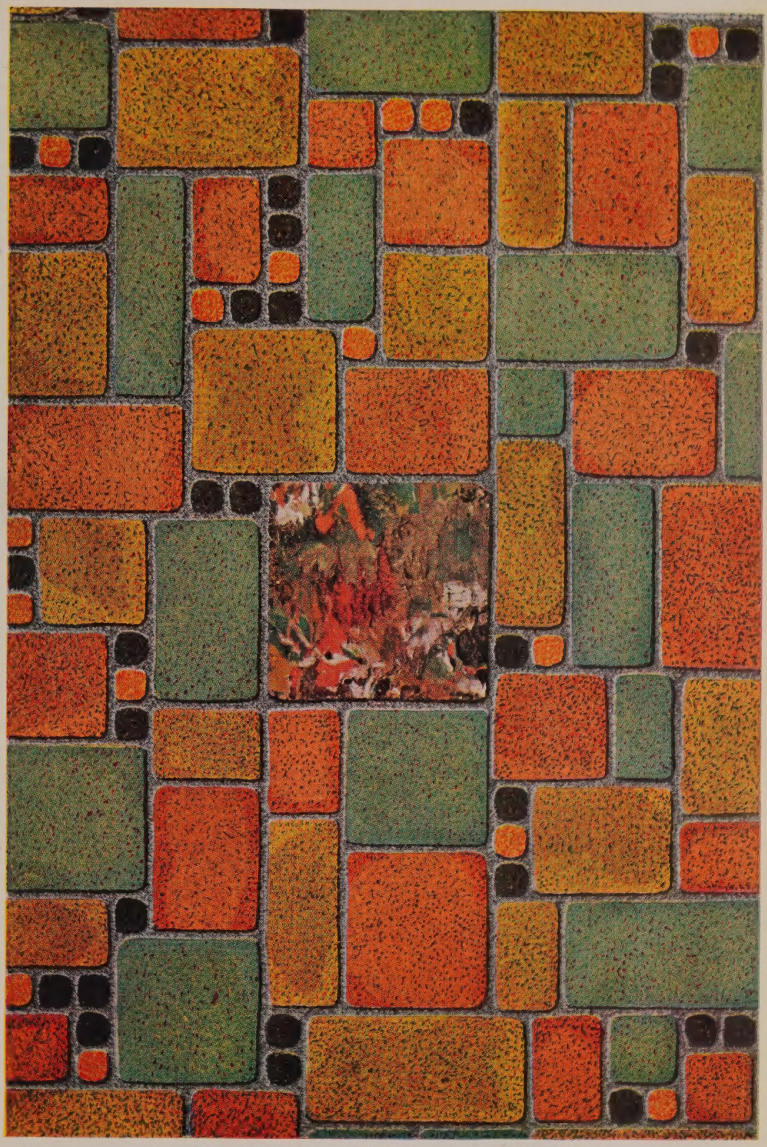


No. 6242 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMOLVYP

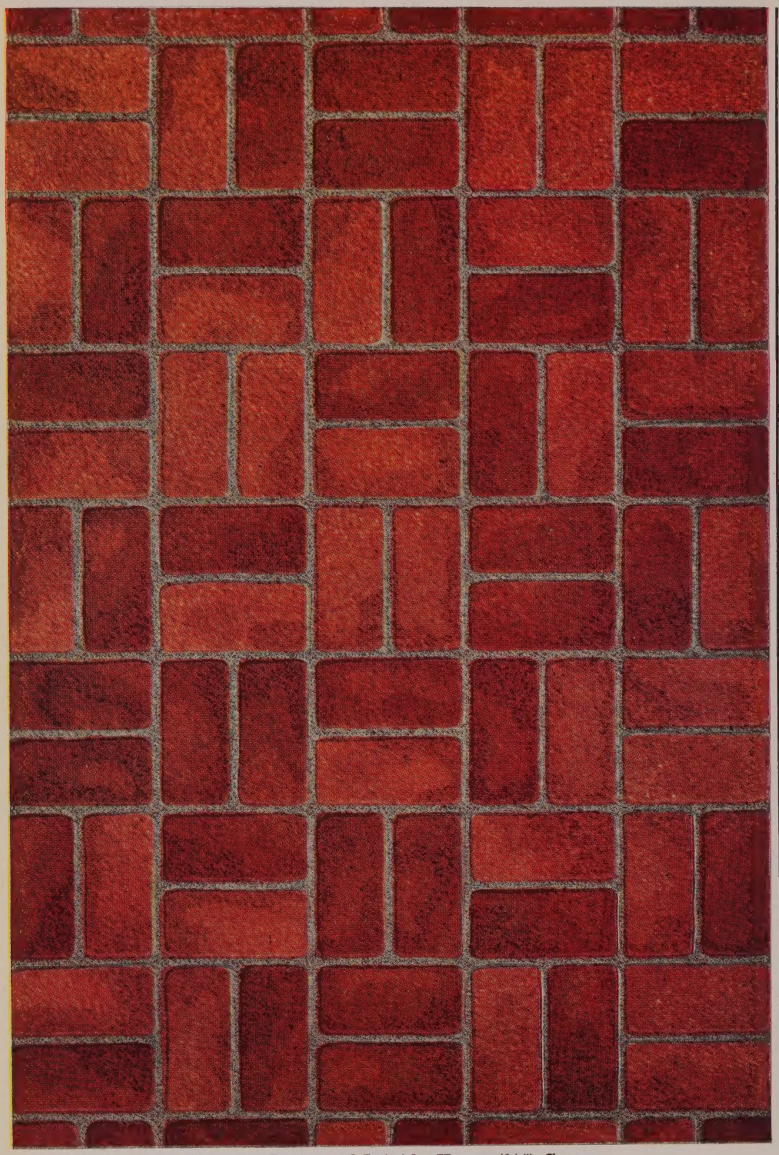
ARMSTRONG'S

No. 6252 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMOMBGY

ARMSTRONG'S



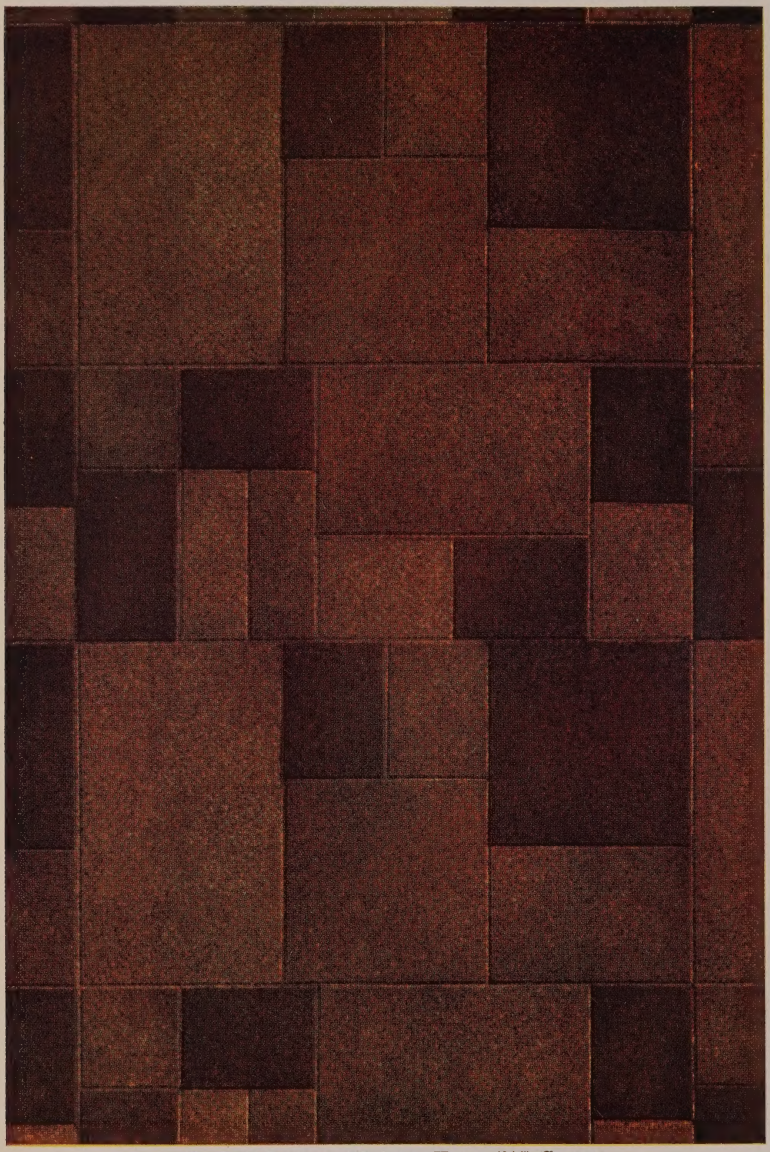
No. 6253 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMELI



ARMSTRONG'S

No. 6260 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMOLWIP

No. 6271 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMFOR



ARMSTRONG'S

No. 6280 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMPFU

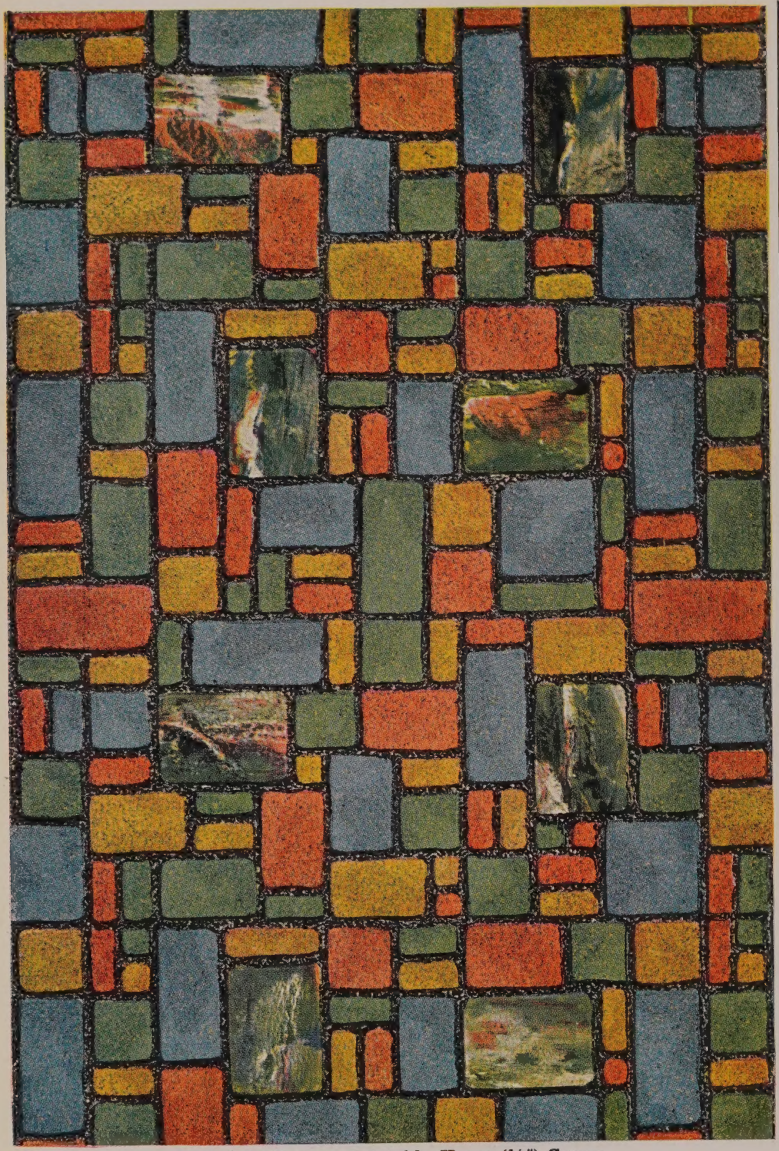
ARMSTRONG'S

No. 6283 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMENU

No. 6290 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMEOH

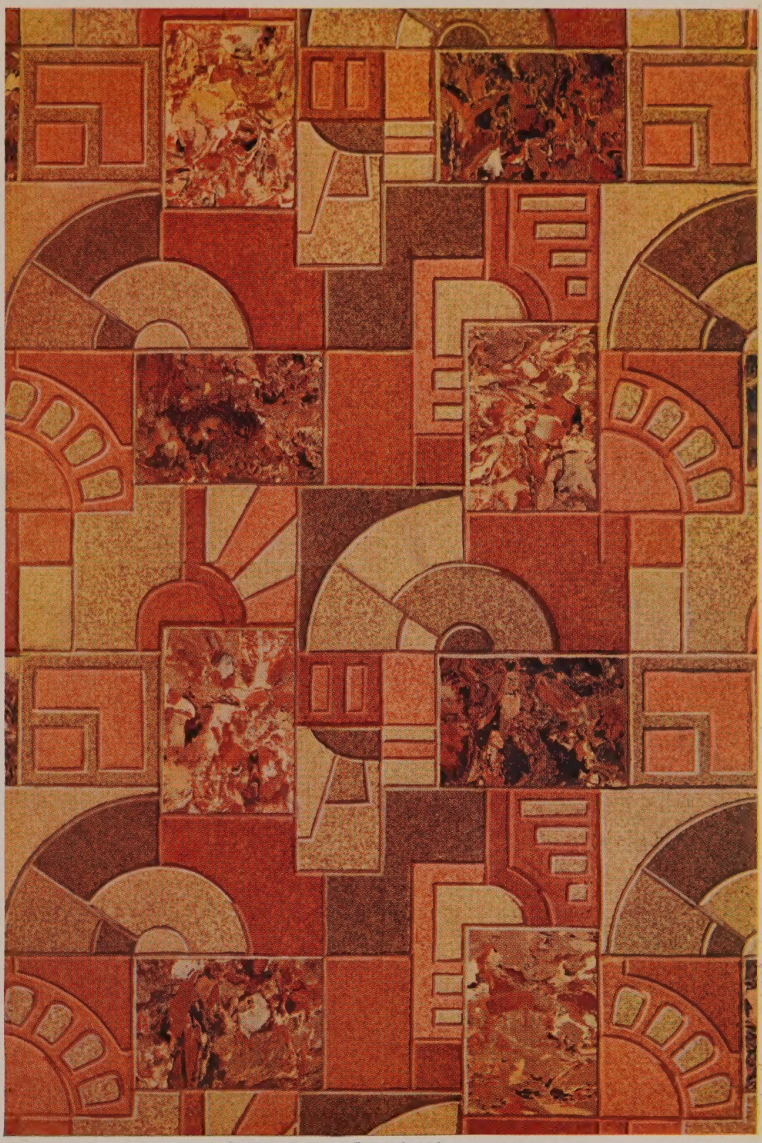
ARMSTRONG'S

No. 6291 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMEPE

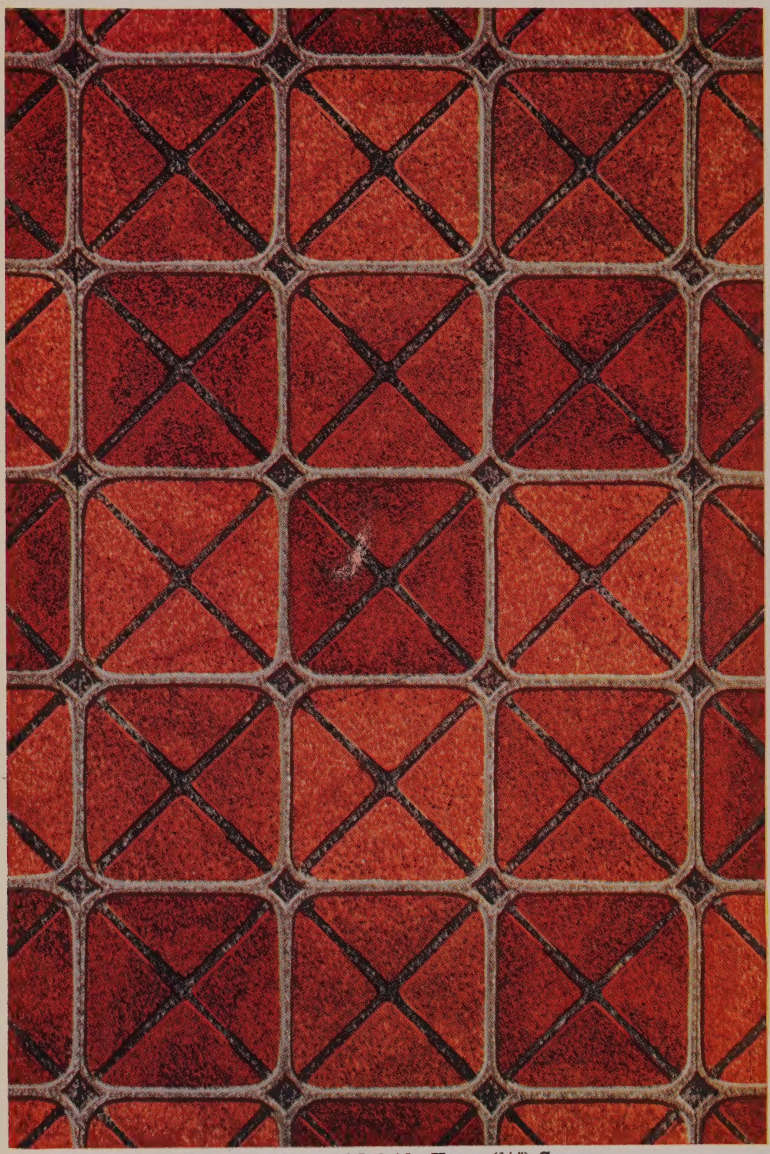


No. 6292 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMERT

ARMSTRONG'S



No. 6300 Embossed Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMJAW



ARMSTRONG'S

No. 6310 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AMJEZ

ARMSTRONG'S

No. 16003 Embossed Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TEOCFIL

Headliners of American business are users of Armstrong's Linoleum. Here is an office of a great life insurance company, the Penn Mutual of Philadelphia, with a floor of Armstrong's Straight Line Inlaid Pattern 590.

HEAVY GAUGE STRAIGHT LINE INLAIDS FOR FINE INTERIORS

HEAVY (1/8") Gauge Straight Lines are especially popular for commercial and institutional work where great durability is wanted, and are also good sellers as high class residential floors. They meet the need for patterns of the Handmade Marble Inlaid type at a lower price.

Armstrong's Straight Line Inlaids, in all gauges, are made by a process which gives great durability. A special "cement" is applied to the face of the burlap before the blocks are laid in place. This fills uneven spaces in the burlap and also binds the blocks more firmly so that they can not pull loose or open up.

The four new patterns added this season (see pages 95 to 98) are, without question, among the finest ever produced for contract work. Patterns 630, 631, and 632 are of particular interest. While their scale is twice as large, their motif is almost identical with that of the No. 0470 Series, Standard Gauge Straight Line Inlaid, which was so enthusiastically received when introduced in February, 1934. Four marble colors, a new development in Armstrong's Straight Lines, are employed in each of these patterns. Note that one of the colors serves as a continuous field in which the other three colors are placed in a unique block-on-block effect.

Borders can usually be sold with floors of this quality. Any Plains, Jaspés, or Marbelle Inlaids in the 1/8-inch thickness can be used for this purpose.

ARMSTRONG'S

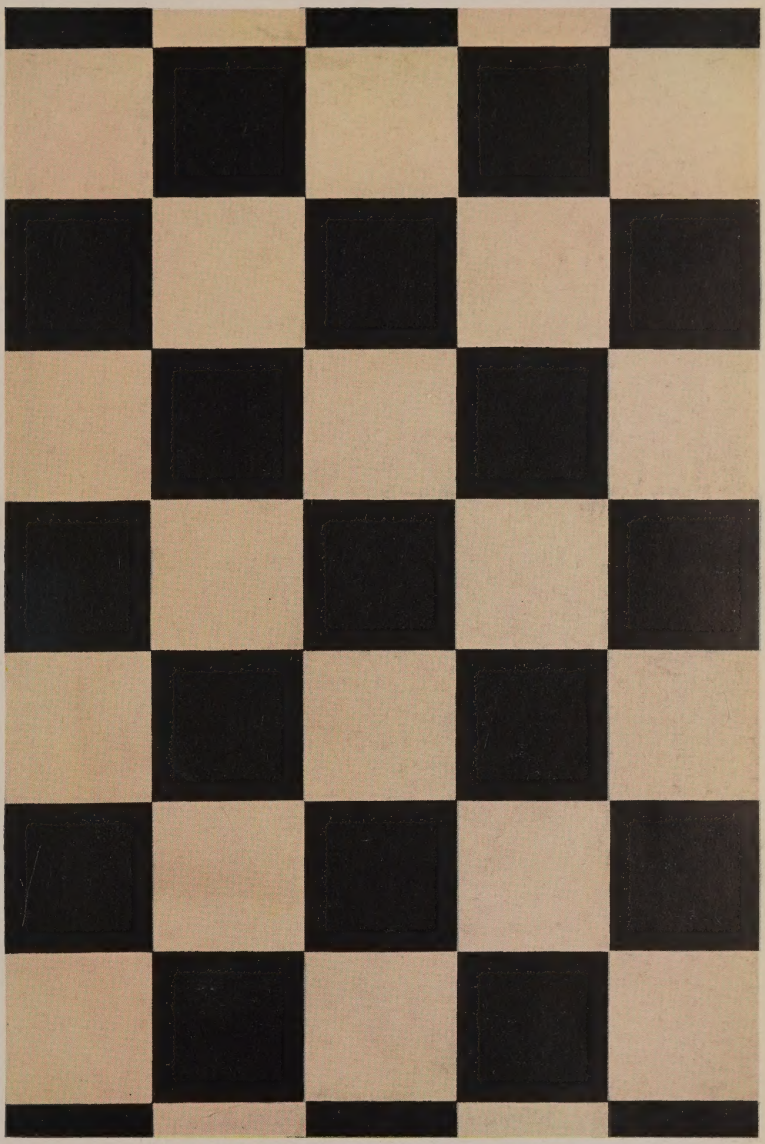
No. 246 Straight Line Inlaid—Heavy (⅛") Gauge
(Size of Blocks—6" x 6") 2 yards wide only
Code Word—ASICACH

No. 247 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only
Code Word—ASDTO

ARMSTRONG'S

No. 356 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—about 6″ square) 2 yards wide only
Code Word—ASIBLOZ

ARMSTRONG'S



No. 411 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—4 ½″ x 4 ½″) 2 yards wide only
Code Word—ASATATZ

ARMSTRONG'S

No. 415 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—4 ½″ x 4 ½″) 2 yards wide only
Code Word—ASCYK

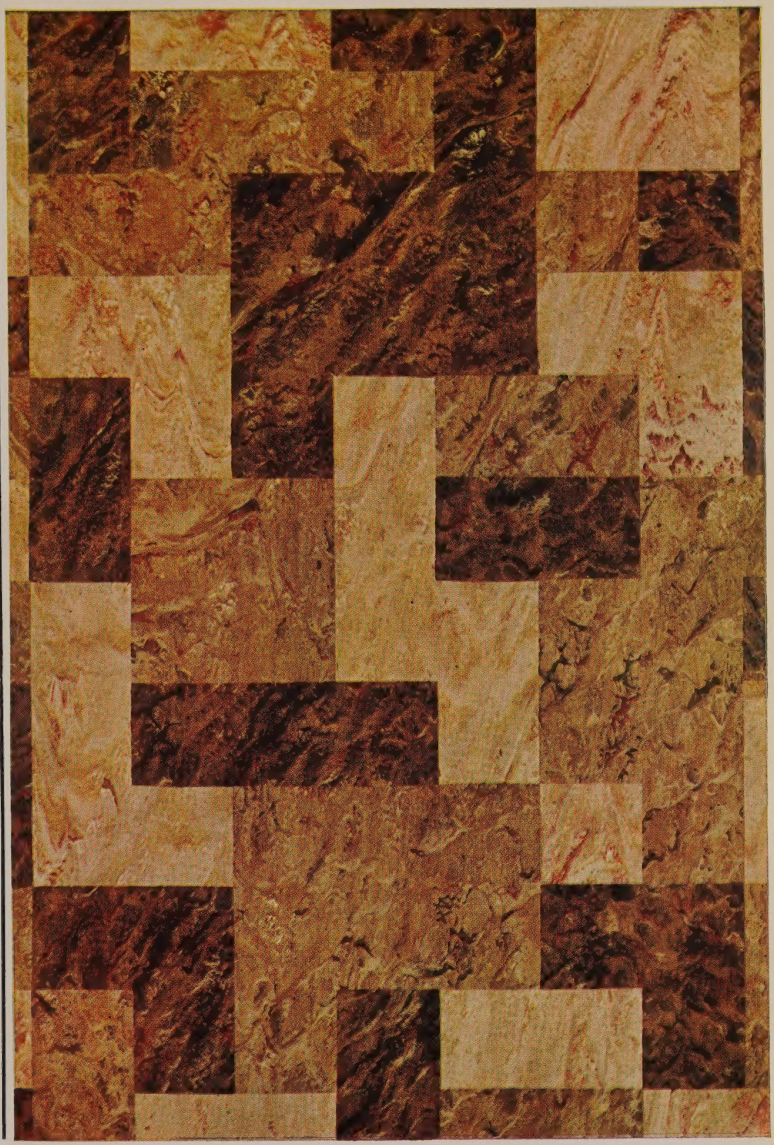
ARMSTRONG'S

No. 550 Straight Line Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASISTSI

ARMSTRONG'S

No. 551 Straight Line Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASFAX

ARMSTRONG'S



No. 552 Straight Line Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASTWO

No. 572 Straight Line Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASDUX

ARMSTRONG'S

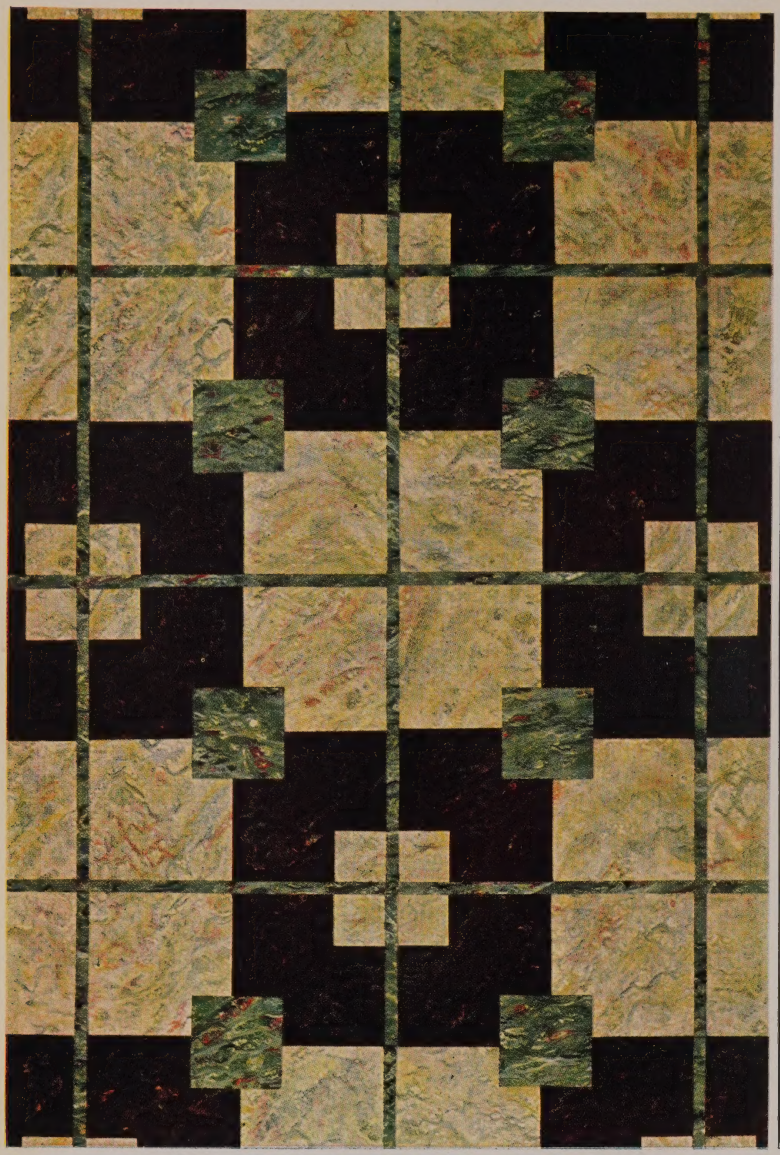
No. 590 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—ASOLVAR

ARMSTRONG'S

No. 601 Straight Line Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASTTI

ARMSTRONG'S

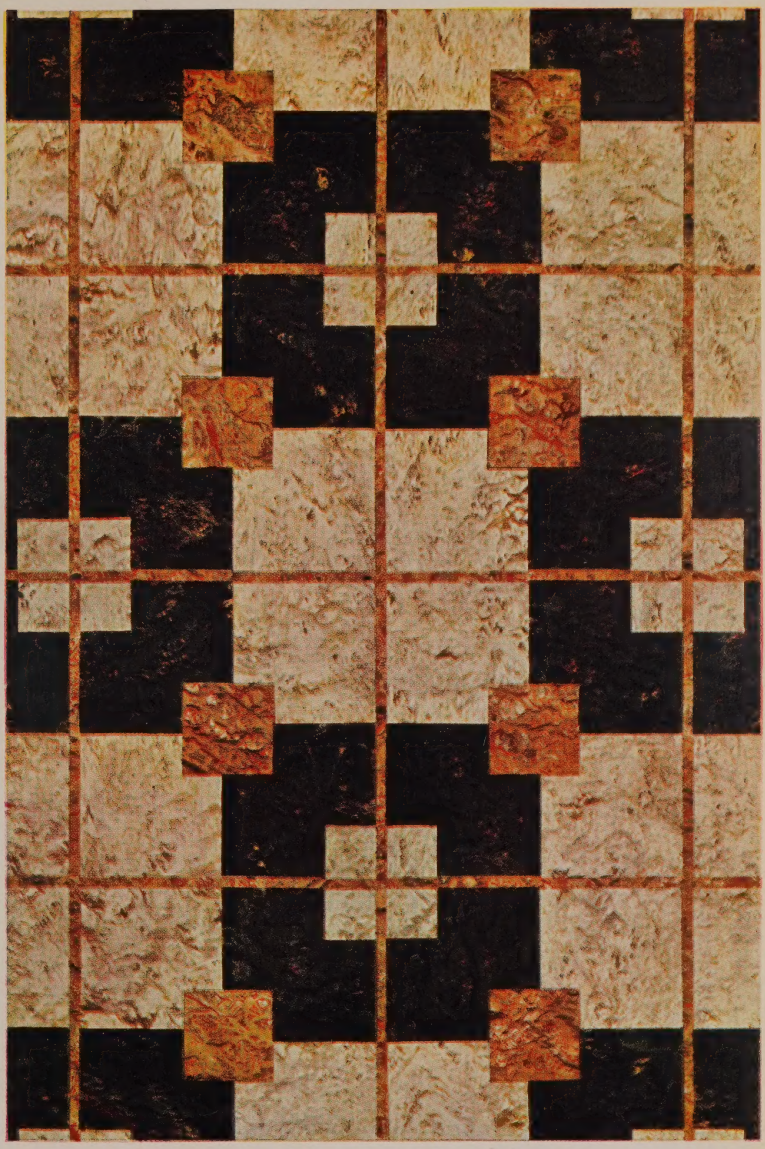
No. 602 Straight Line Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASTUC



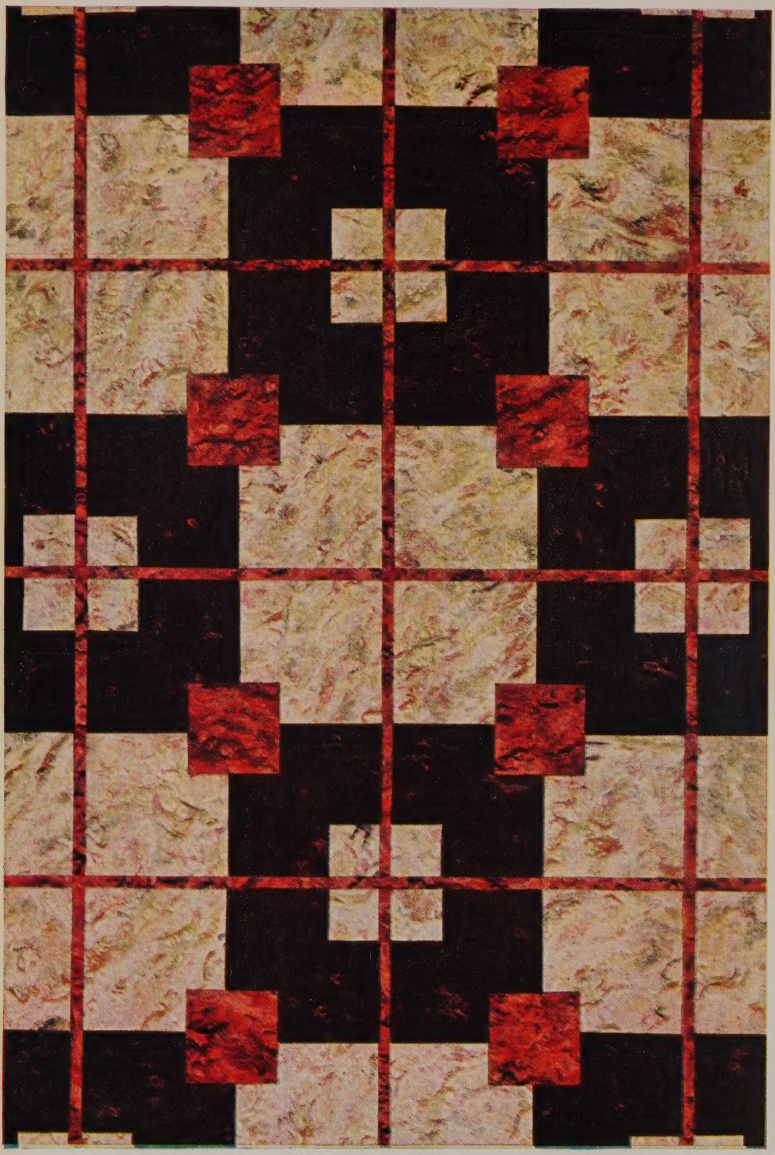
ARMSTRONG'S

No. 610 Straight Line Inlaid—Heavy (⅛") Gauge
(Size of Large Block—about 9" x 9") 2 yards wide only
Code Word—ASDYM

ARMSTRONG'S



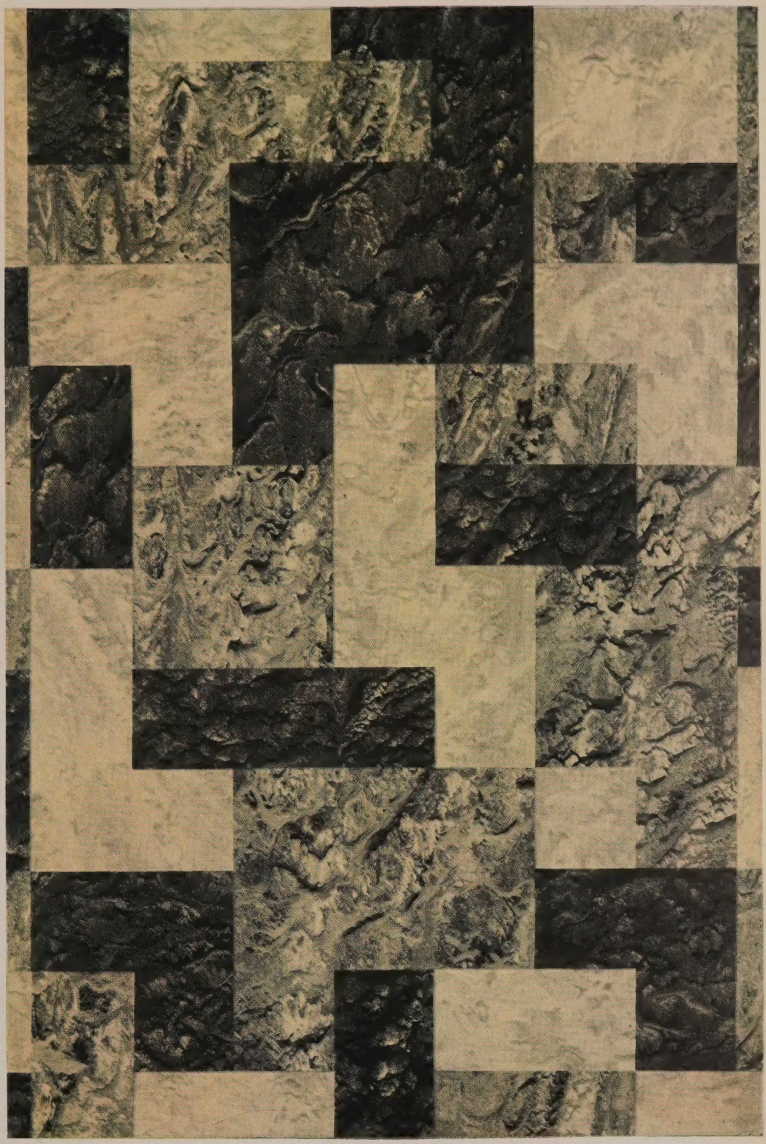
No. 611 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Large Block—about 9″ x 9″) 2 yards wide only
Code Word—ASEAN



ARMSTRONG'S

No. 612 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Large Block—about 9″ x 9″) 2 yards wide only
Code Word—ASEEJ

ARMSTRONG'S



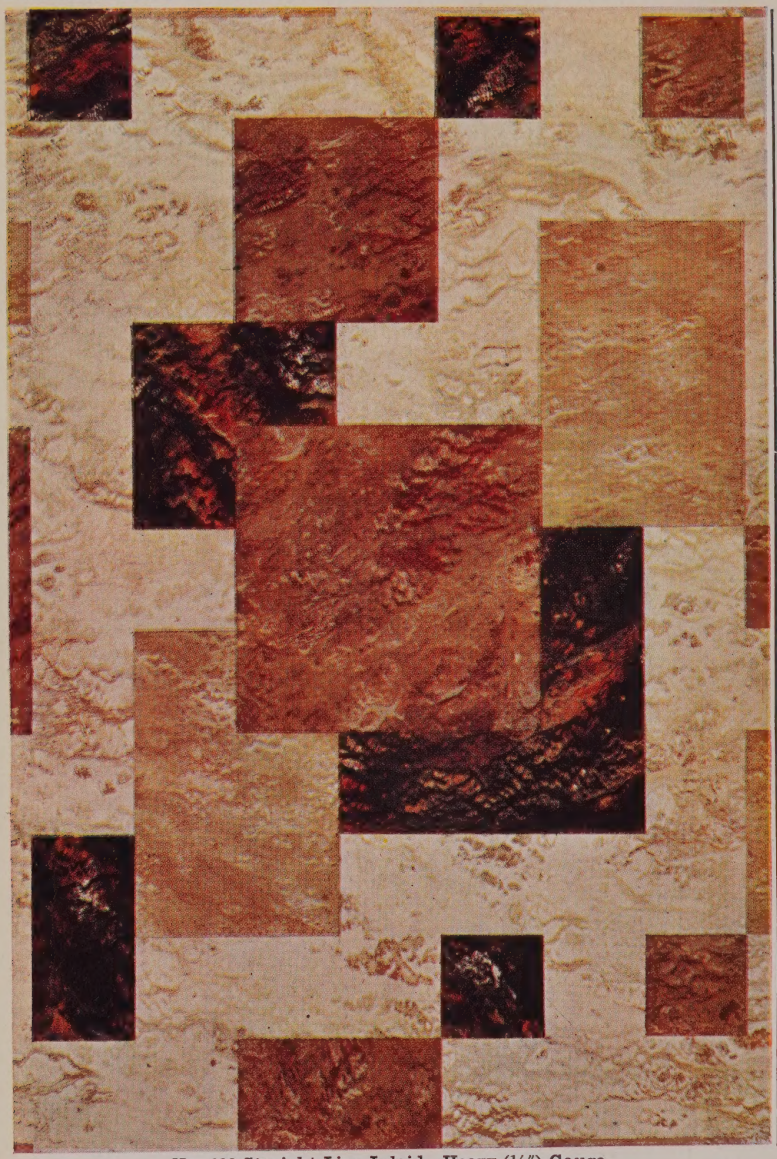
No. 620 Straight Line Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASKAT

ARMSTRONG'S

No. 630 Straight Line Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASKEY

ARMSTRONG'S

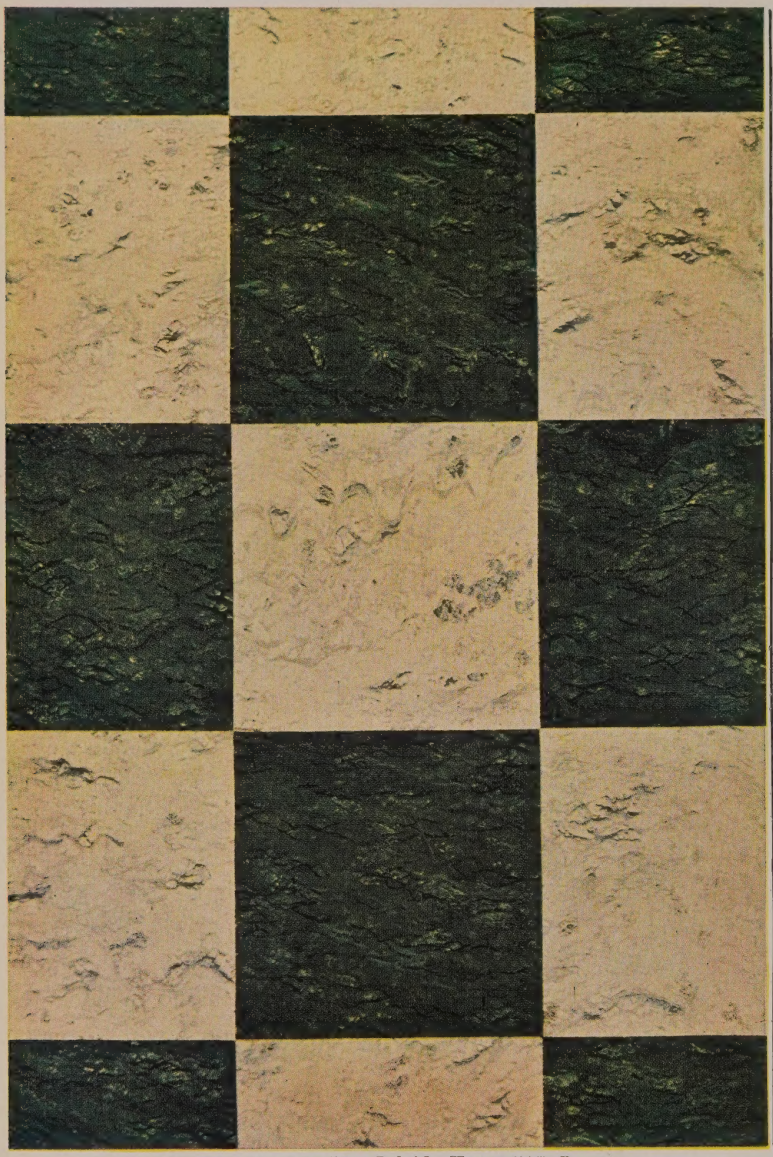
No. 631 Straight Line Inlaid—Heavy (⅛″) Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASKIJ



No. 632 Straight Line Inlaid—Heavy (⅛") Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—ASXLO

ARMSTRONG'S

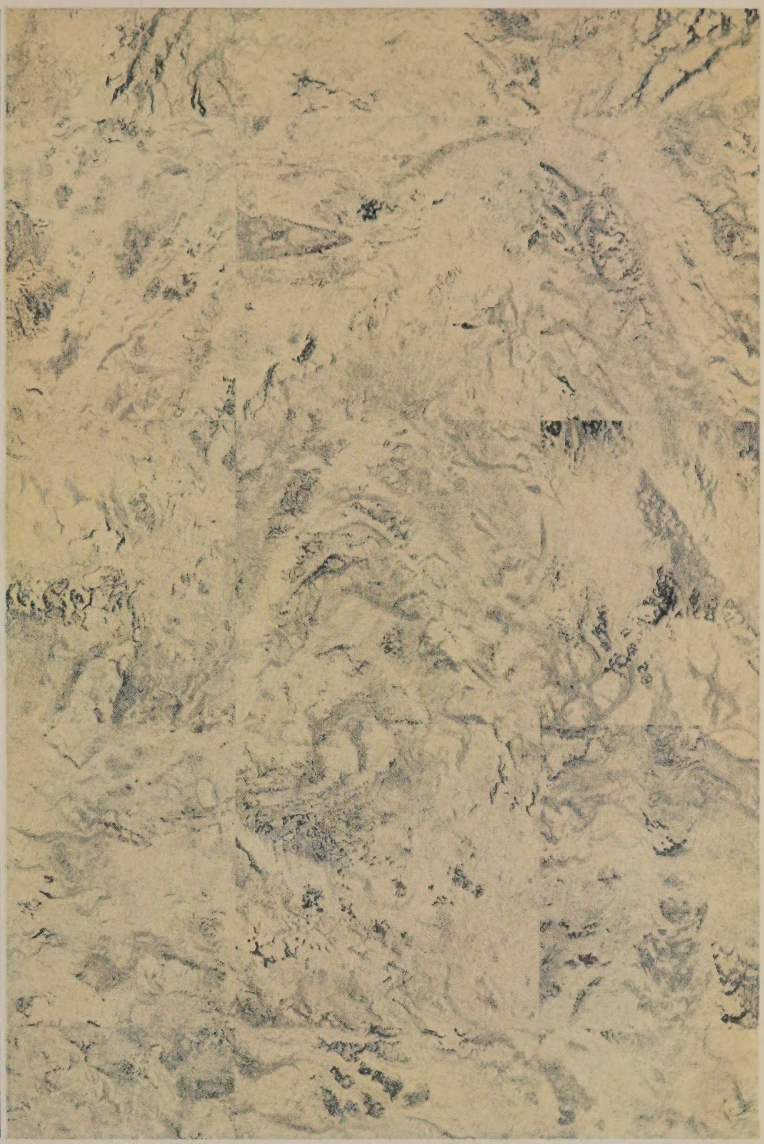
No. 13020 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DAIBULV



ARMSTRONG'S

No. 13021 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DAIBUNC

ARMSTRONG'S



No. 13131 Straight Line Inlaid—Heavy (⅛″) Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DAIRPJU

ARMSTRONG'S

Even on the dreariest days this kitchen is sunny. The floor is Armstrong's Embossed Inlaid Pattern 3292, *and the wainscoting is Armstrong's Linowall Pattern* 741. *This actual color photograph shows what a perfect team they make.*

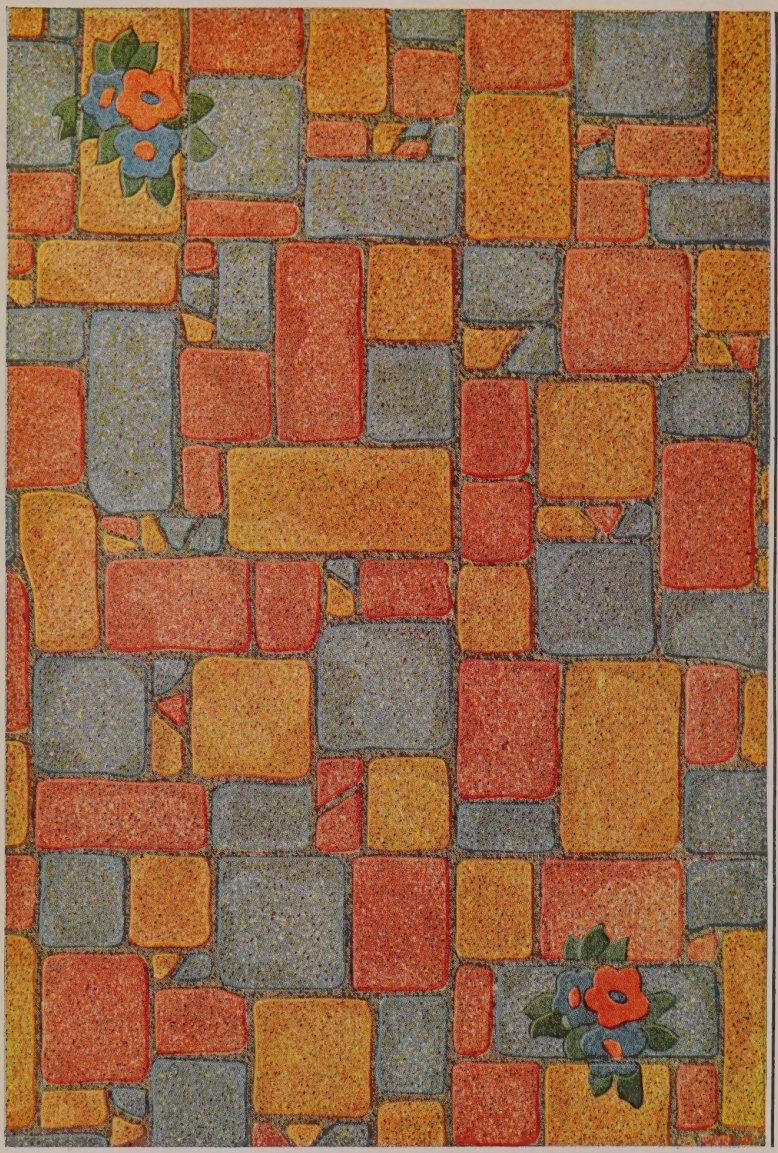
MEDIUM GAUGE EMBOSSED INLAID APPEALS TO A BROAD MARKET

MERCHANTS who have been carrying a well-rounded selection of patterns in Armstrong's Embossed Inlaid, Medium Gauge (same as the former B Gauge), don't need to be told about how well it sells. Here is a line on which they are getting a quick turnover and satisfying volume.

This gauge is especially suitable for residences. Large sales can also be made in the commercial market, particularly for smaller stores and offices where traffic is not particularly heavy or unusually long life is not demanded.

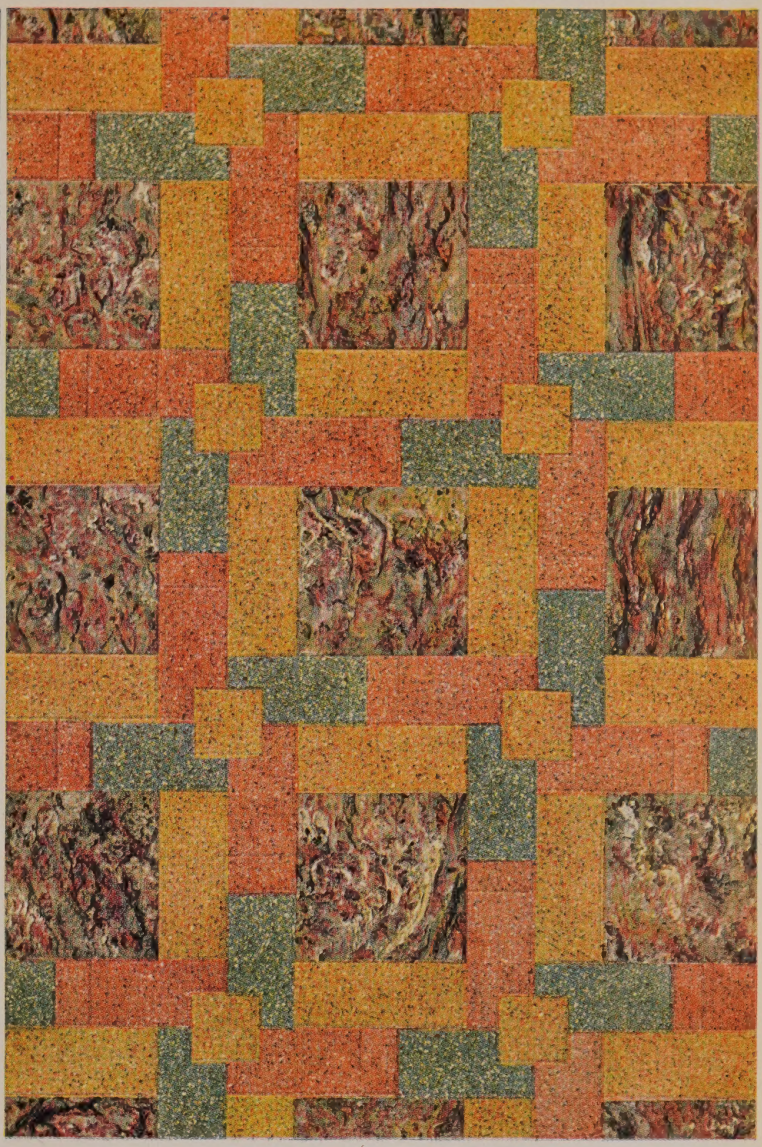
Three additions are included in the line, making a total of 14 patterns. In Pattern 3320 (Page 115) diagonal marble insets are used effectively with small tiles in cream, sand, tan, and green, giving a pattern with real warmth and cheer. The colors are common to burnt clay tiles.

A brand-new feature is presented in Patterns 3330 and 3331. Each pattern has interliners of two contrasting colors, an innovation which adds greatly to the interest and texture of the design. Aside from this new effect, the patterns are worthy of note from the standpoint of colorings. Pattern 3330 incorporates straw color, rust, greystone, and green with interliners in gray and rich brown. Pattern 3331 is colored in a brand-new leather brown, café au lait, tan, and burnt orange. This is a coloring that will not readily reveal dust or dirt.

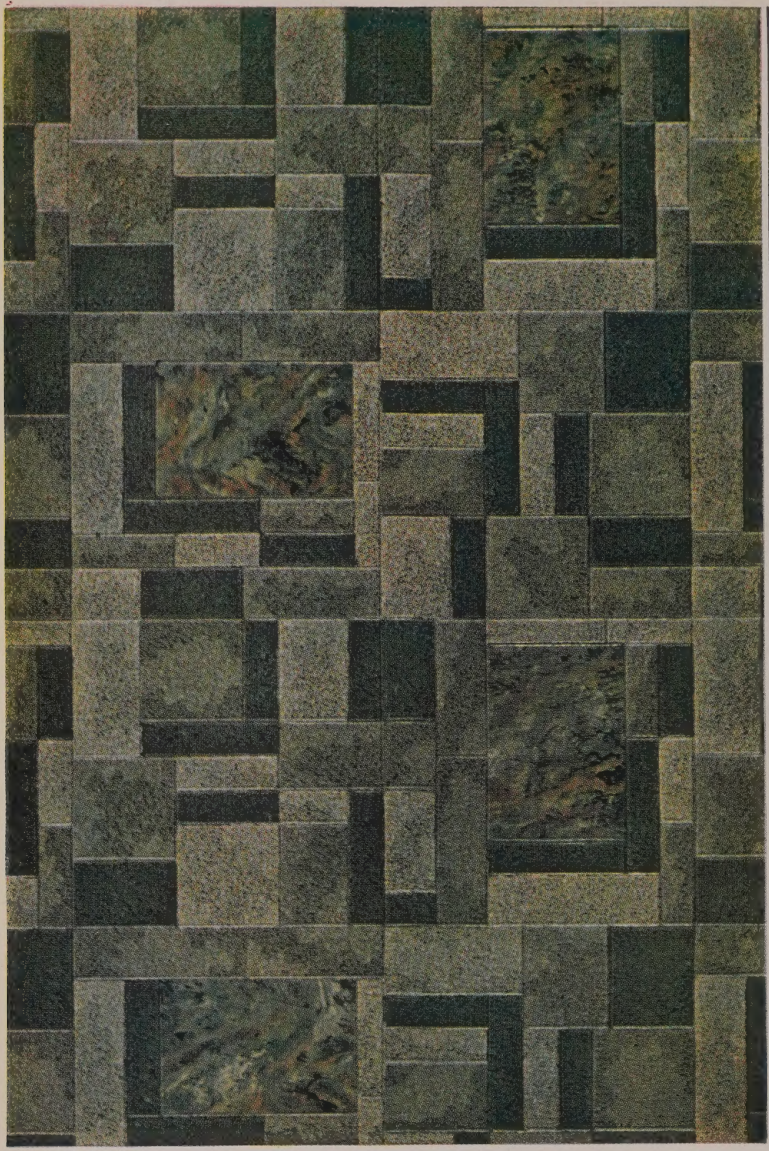


No. 3251 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEOLWUZ

ARMSTRONG'S



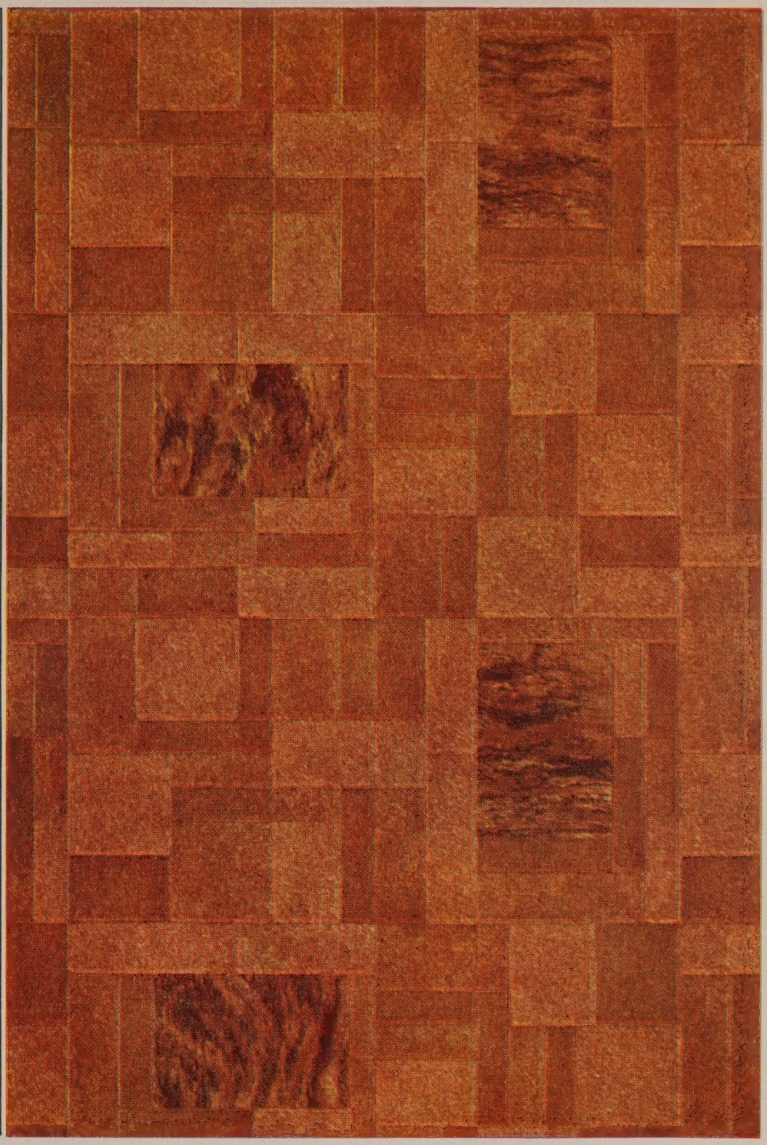
No. 3270 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEPVO



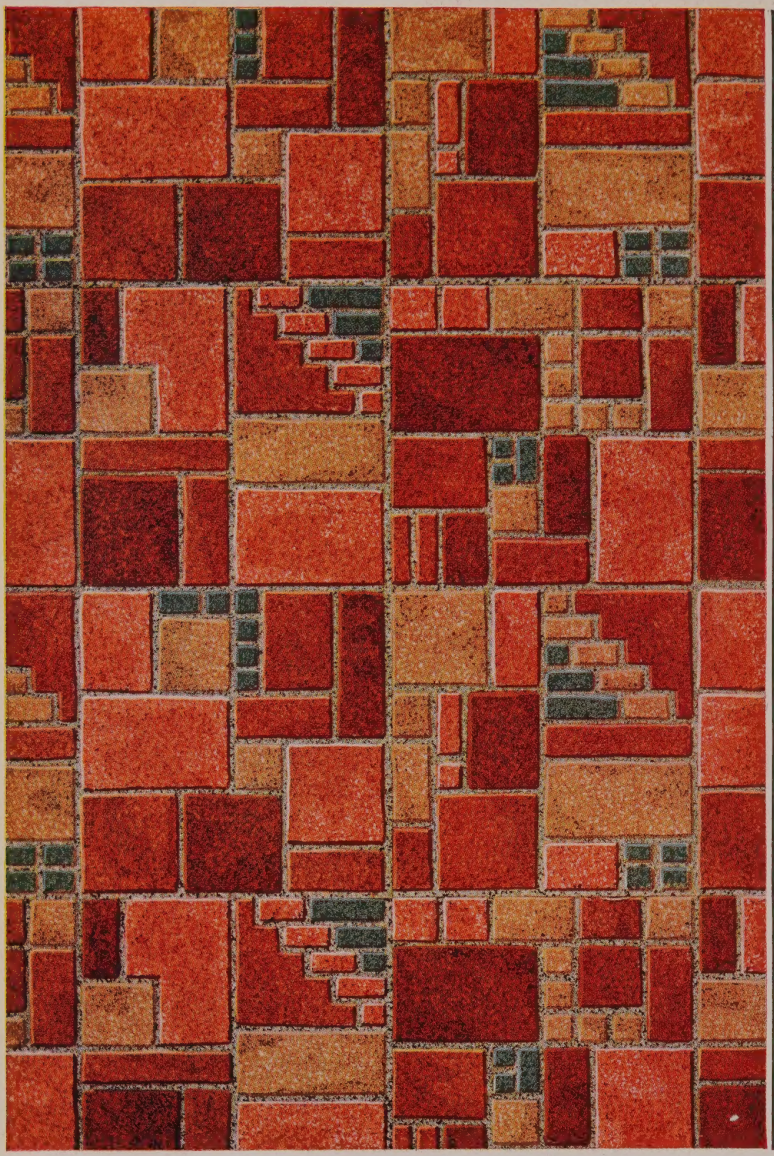
ARMSTRONG'S

No. 3280 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEPXI

ARMSTRONG'S



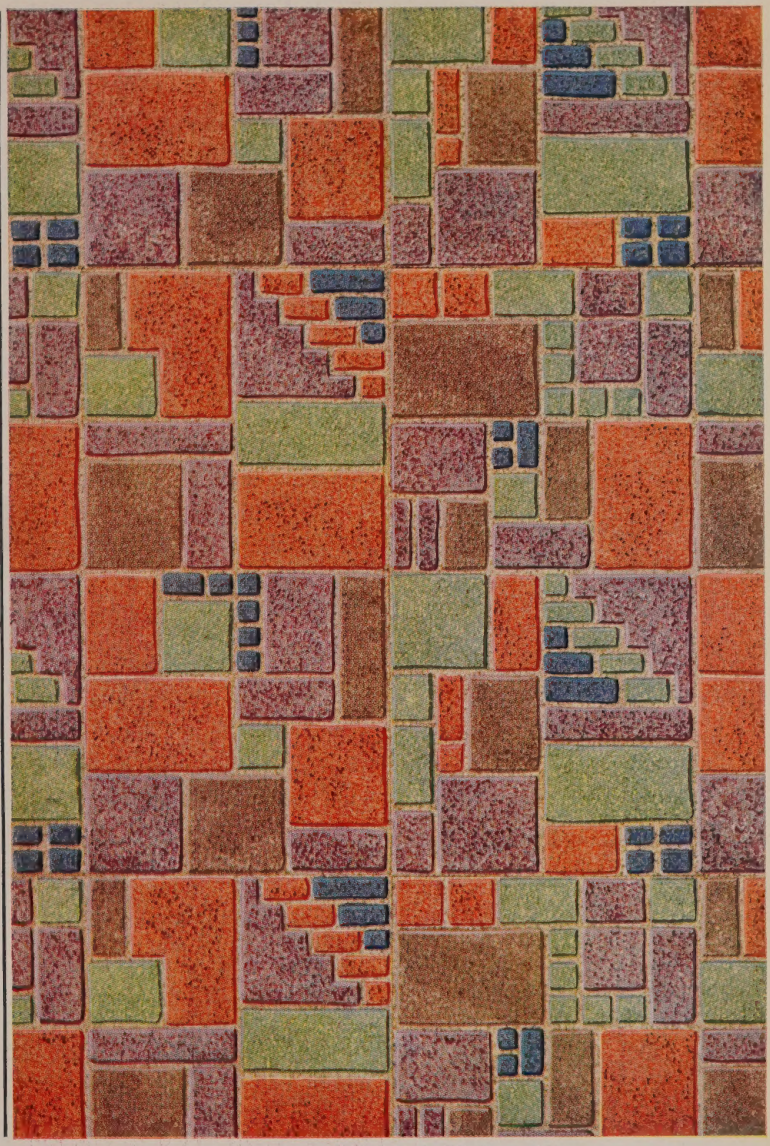
No. 3281 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEPYF



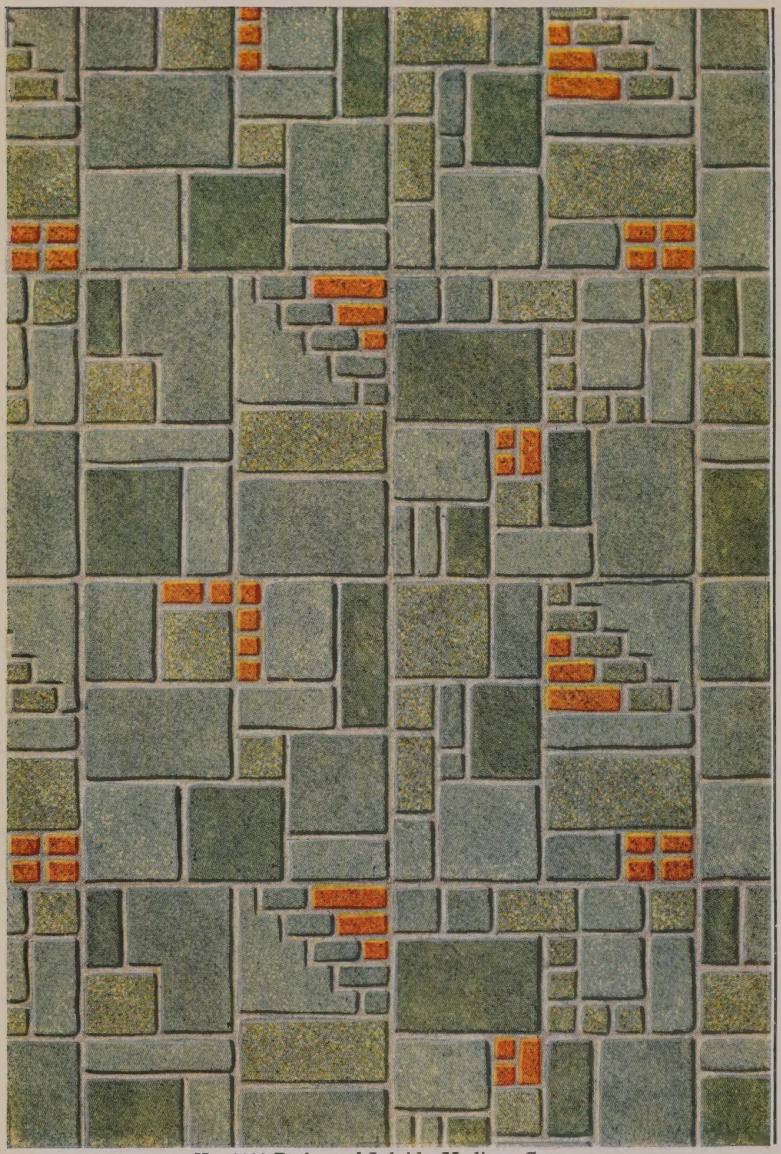
ARMSTRONG'S

No. 3290 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BERAL

ARMSTRONG'S



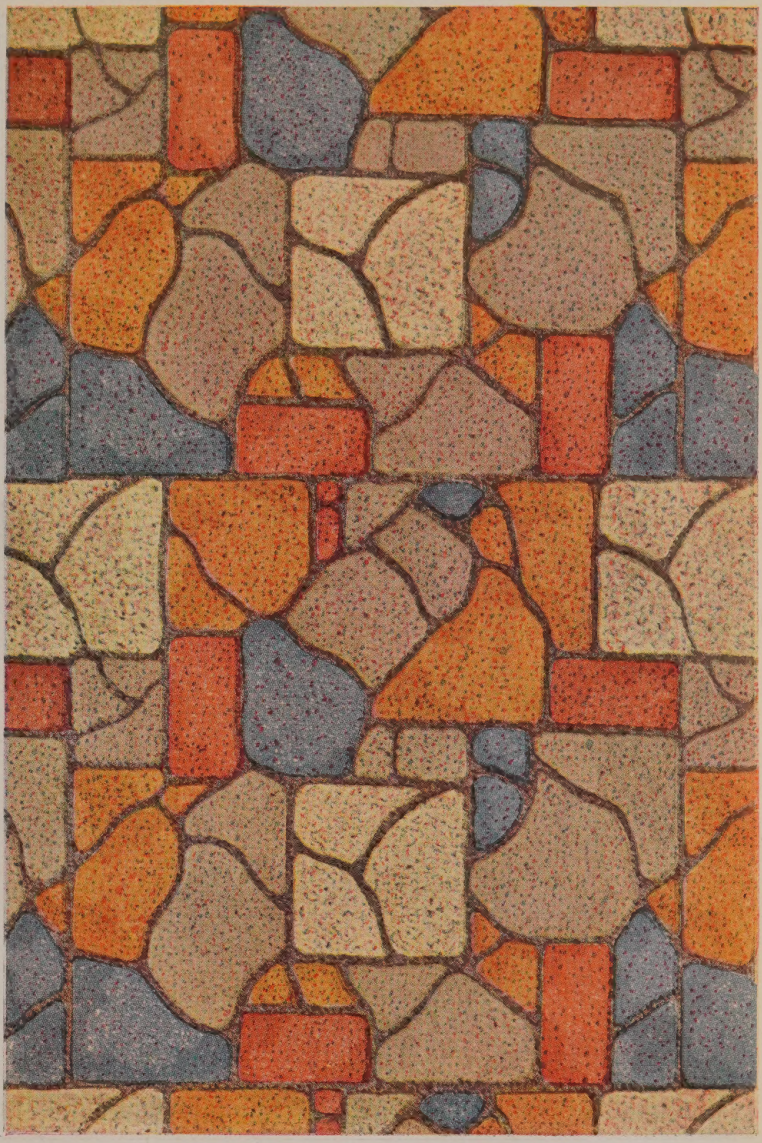
No. 3291 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEREN



ARMSTRONG'S

No. 3292 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEEMP

ARMSTRONG'S

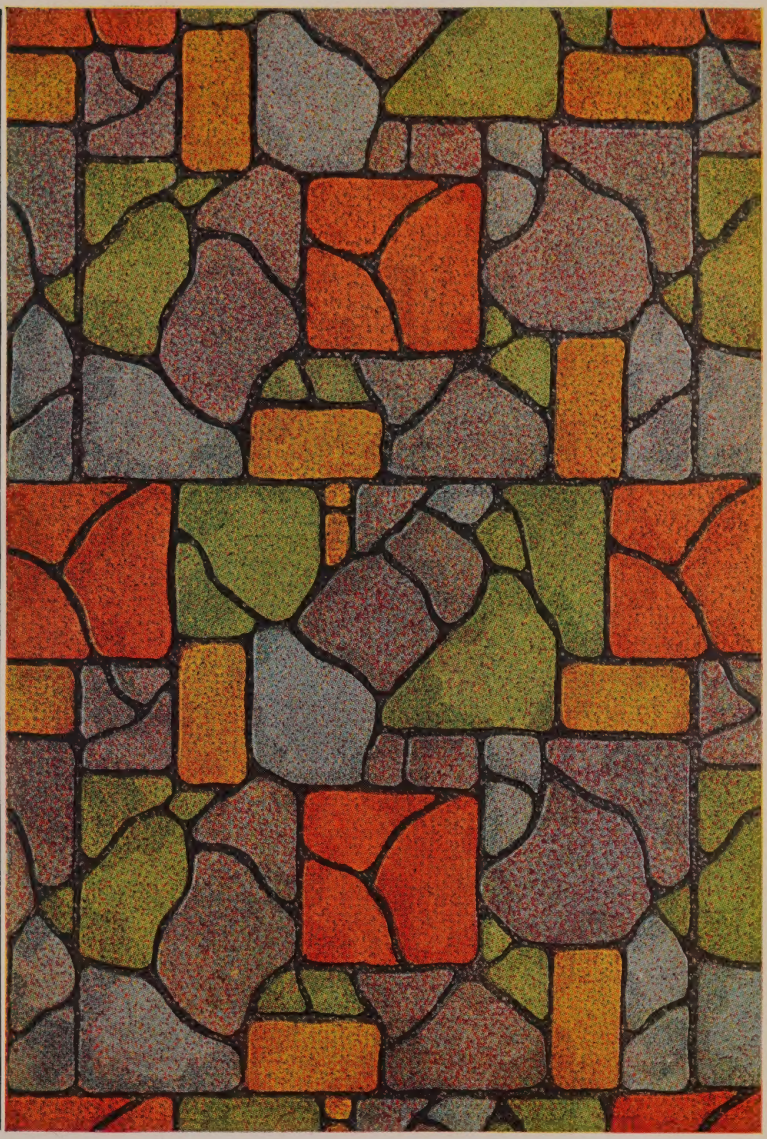


No. 3300 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEFAK

ARMSTRONG'S

No. 3301 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEFBA

ARMSTRONG'S

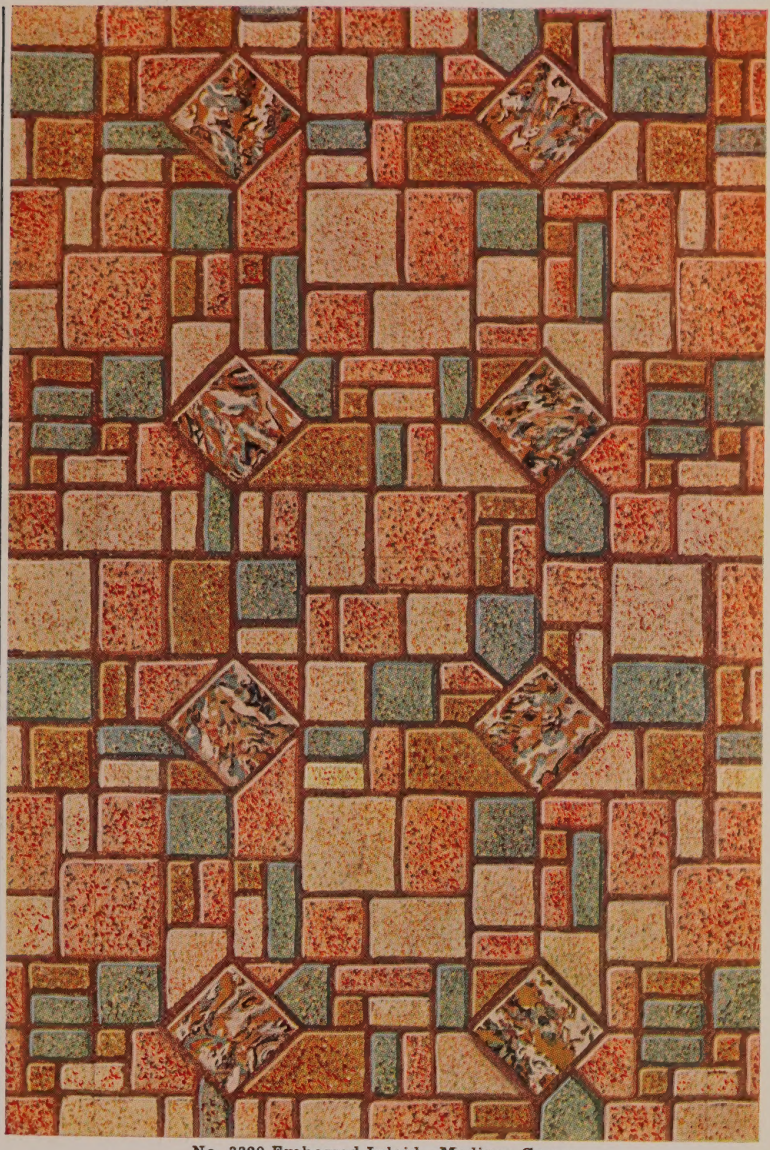


No. 3302 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEFEX

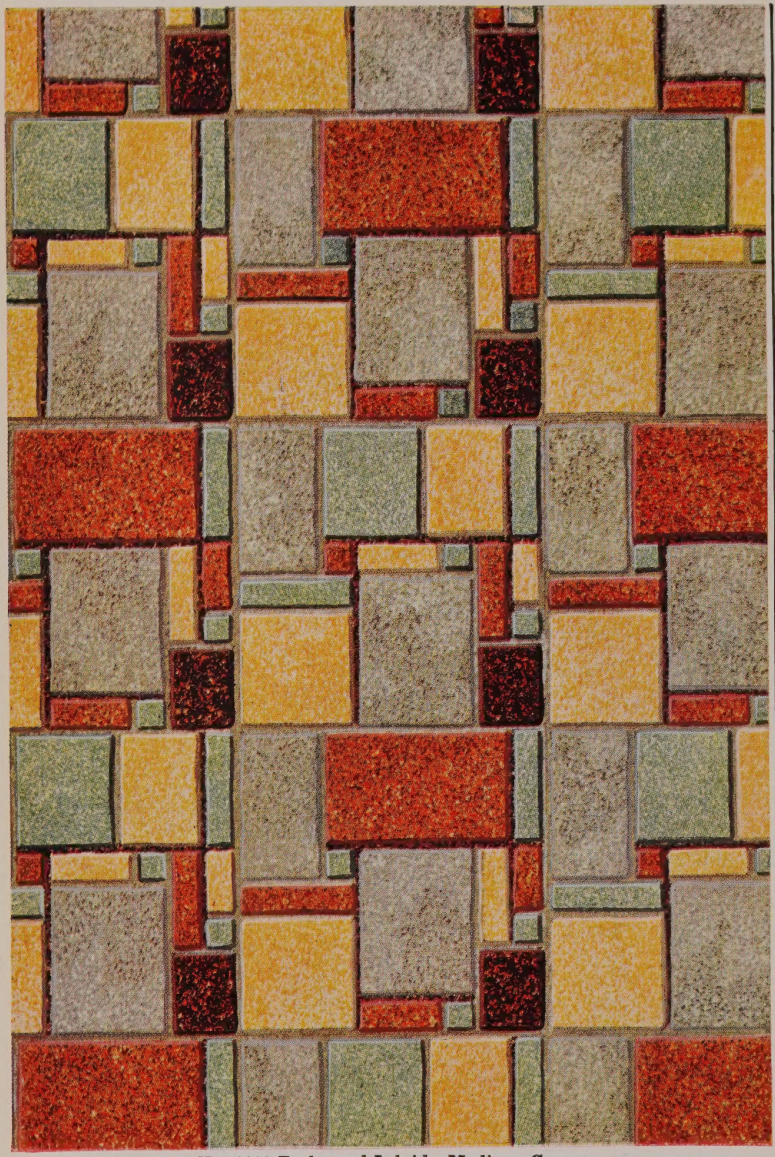
ARMSTRONG'S

No. 3311 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEFIC

ARMSTRONG'S



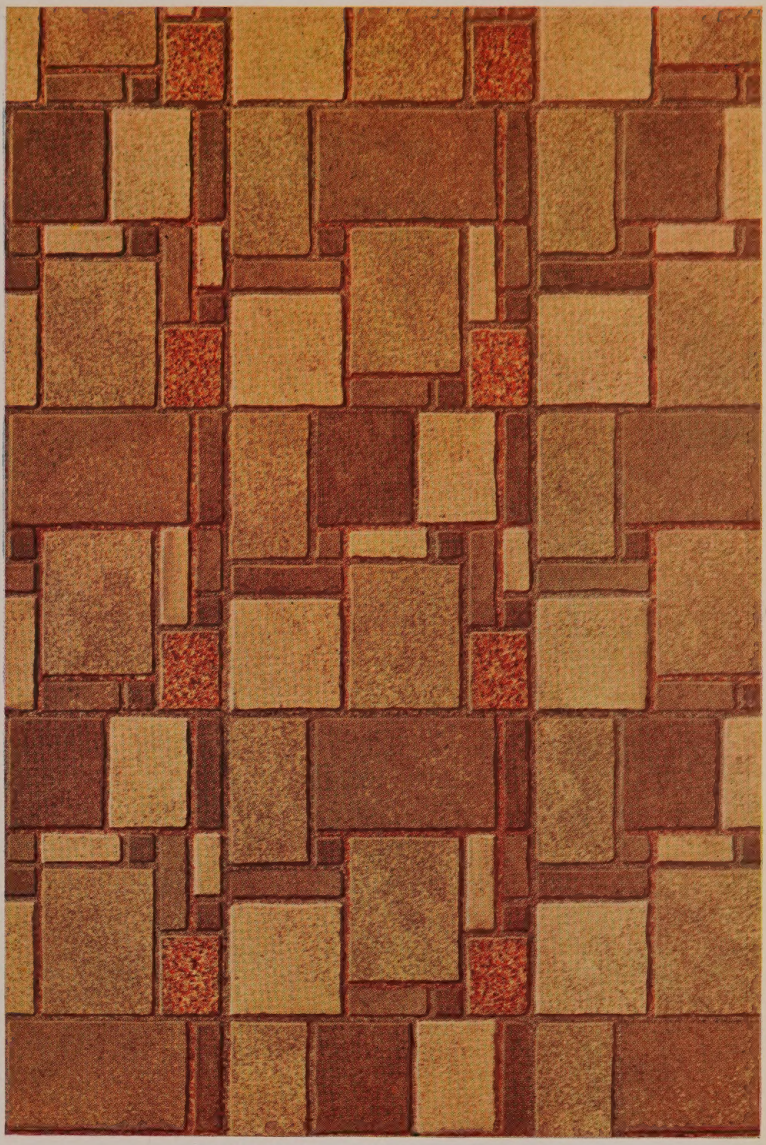
No. 3320 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEJIX



ARMSTRONG'S

No. 3330 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEJOV

ARMSTRONG'S



No. 3331 Embossed Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—BEJUL

MEDIUM GAUGE STRAIGHT LINES FOR QUALITY AT MODERATE COST

HERE is the grade of Straight Line Inlaid Linoleum that appeals to the great middle class, the backbone of the consumer market.

For the ordinary home, Medium Gauge (same as former B Gauge, approximately $\frac{3}{32}$″) is adequate. Of course, if the home owner wishes maximum durability, Heavy ($\frac{1}{8}$″) Gauge is recommended.

If traffic is not heavy, or if long life is not demanded, this grade can also be employed for store, office, and other commercial or institutional jobs. Ordinarily it is better to use a heavier gauge but there are many commercial installations of Medium Gauge Straight Line Inlaid that are meeting the service requirements satisfactorily.

It is good sales strategy to recommend borders with Medium Gauge Straight Line. The thickness of the field pattern and the border can now be matched exactly by using borders of Medium Gauge Plain, Jaspé, and Marbelle Inlaid Linoleum.

Six of the sixteen patterns in the line are new this season. In Patterns 14220, 14221, 14222, and 14223, the modernistic or jigsaw type of marble block design takes on added beauty, largely through the use of four marble colorings in each pattern.

The outstanding feature of Patterns 14230 and 14231 is the intricate use of interlocked blocks, very irregular in shape. Plain colored squares are repeated at intervals to hold the design together.

ARMSTRONG'S

No. 14011 Straight Line Inlaid--Medium Gauge
(Size of Blocks—6″ x 6″) 2 yards wide only
Code Word—DBIBYKO

ARMSTRONG'S

No. 14153 Straight Line Inlaid—Medium Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DBISULU

ARMSTRONG'S

No. 14160 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBISUME

ARMSTRONG'S

No. 14180 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBFEV

ARMSTRONG'S

No. 14181 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBUGU

No. 14182 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBUED

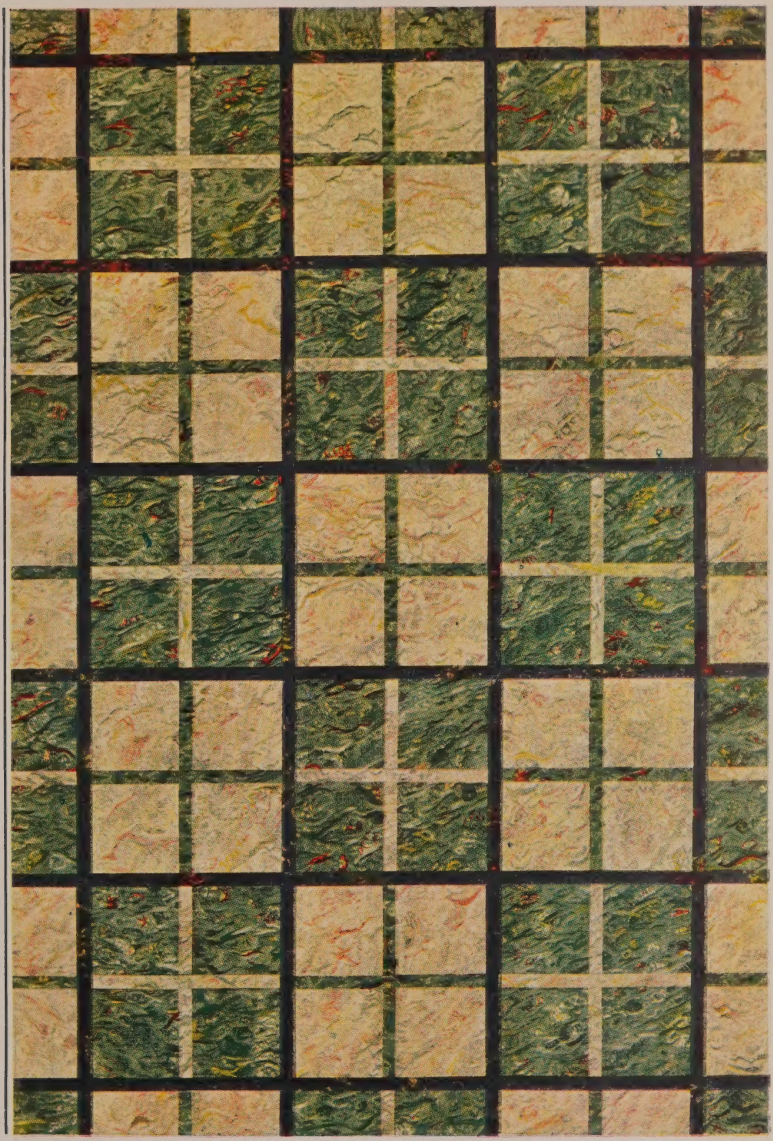
ARMSTRONG'S

No. 14190 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBUCO

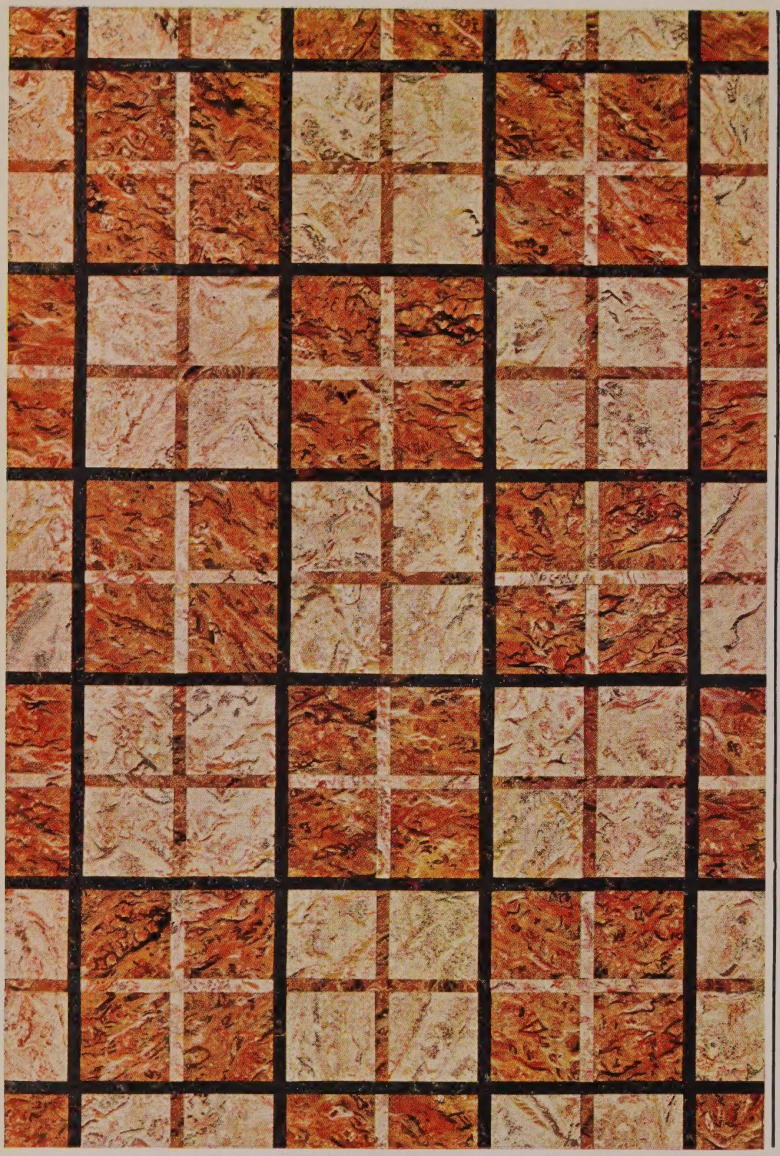
ARMSTRONG'S

No. 14191 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBGBI

ARMSTRONG'S



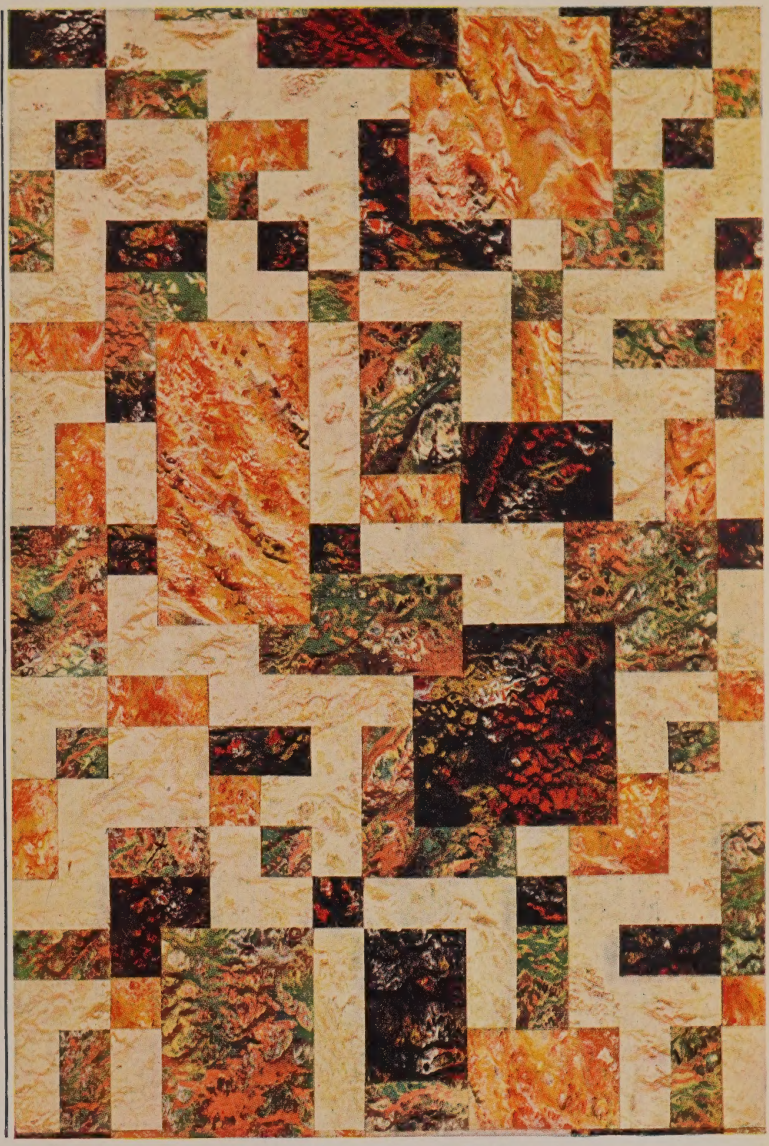
No. 14210 Straight Line Inlaid—Medium Gauge
(Size of Large Block—about 6″ x 6″) 2 yards wide only
Code Word—DBGEZ



ARMSTRONG'S

No. 14213 Straight Line Inlaid—Medium Gauge
(Size of Large Block—about 6″ x 6″) 2 yards wide only
Code Word—DBGIX

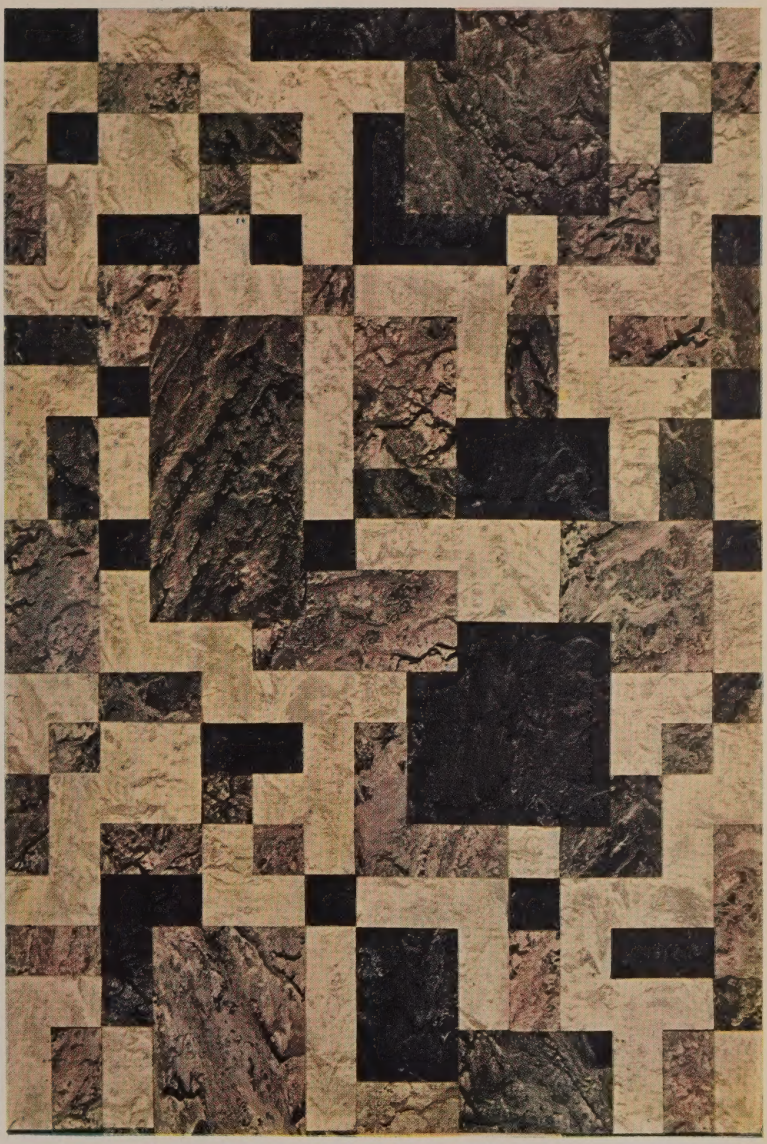
ARMSTRONG'S



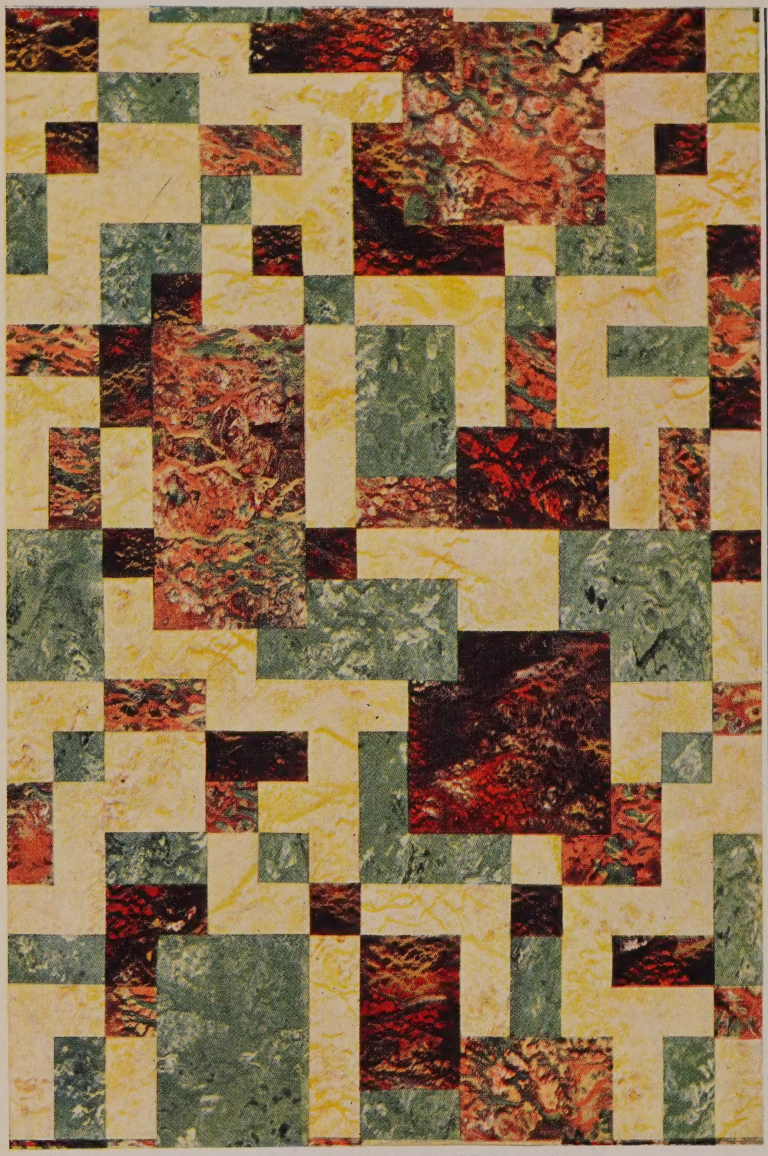
No. 14220 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBKNI

No. 14221 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBHOX

ARMSTRONG'S



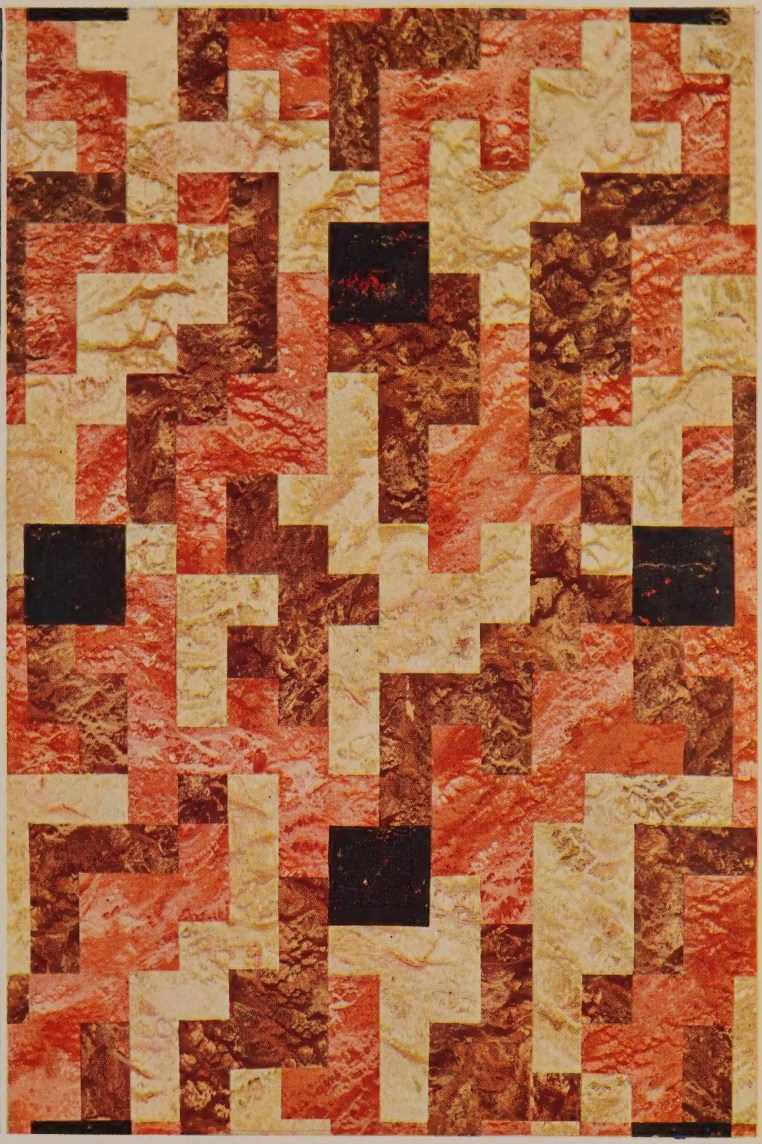
No. 14222 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBHUZ



ARMSTRONG'S

No. 14223 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBHYB

ARMSTRONG'S



No. 14230 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBIAM

No. 14231 Straight Line Inlaid—Medium Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DBIBU

Kitchens lose that "workshop" look when floors and walls are brightened. This floor is Armstrong's Embossed Inlaid Pattern 5352 and the walls are Pattern 735 Pine Linowall.

STANDARD GAUGE EMBOSSED LINE IS ENLARGED TO MEET DEMAND

THERE has been a marked increase in demand for this gauge of Armstrong's Embossed Inlaid. Accordingly the number of patterns has been expanded from 16 to 20 in order that retailers may offer a wider selection of this popular line.

At a lower price, Standard Gauge Embossed Inlaid offers beauty that is on a par with that of the Medium and Heavy Gauges. And this thickness is sufficiently durable for the service requirements of most homes, the primary market for Standard Gauge.

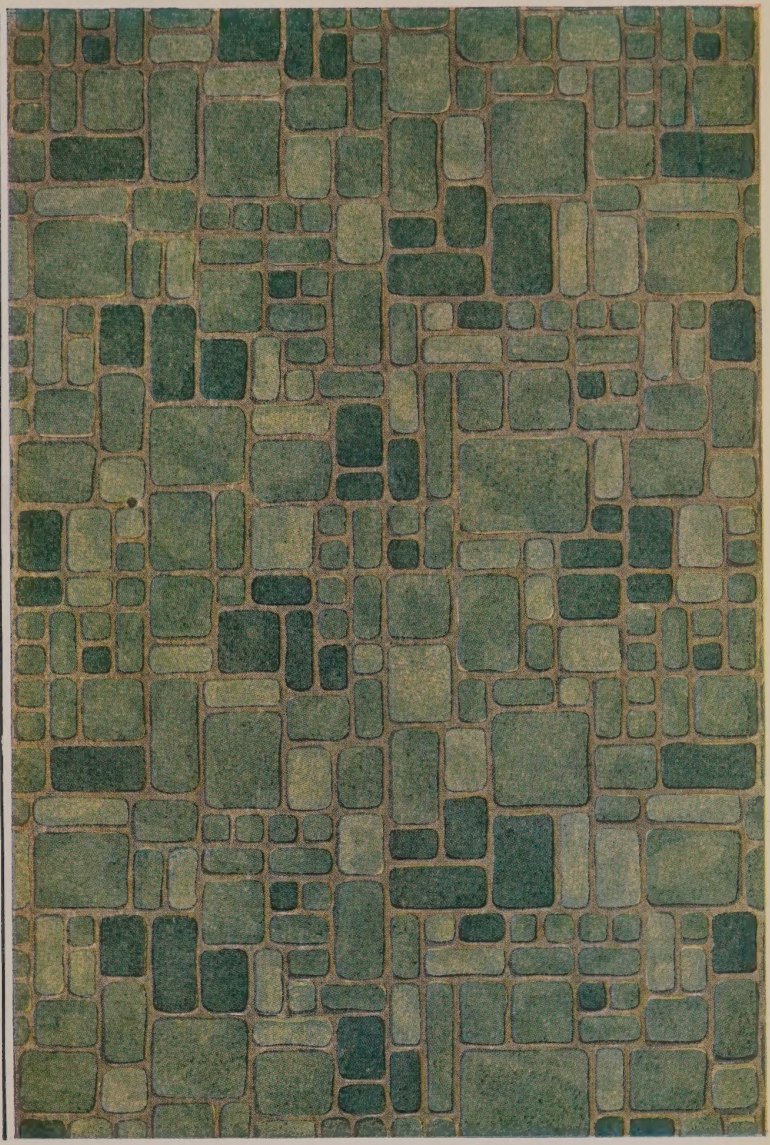
Ten of the patterns presented on the following pages are new creations for 1935. The inspiration for Patterns 5400 and 5401 traces to the popular 0470 Series in Straight Line. They have a background of field color, representing cement, in which the tiles are set block on block.

Patterns 5410, 5411, and 5412 are dainty tile designs in well-chosen colorings. Patterns 5420 and 5421 are cobblestone designs with no inter-liners, "mortar" being used only as a filling at the corners.

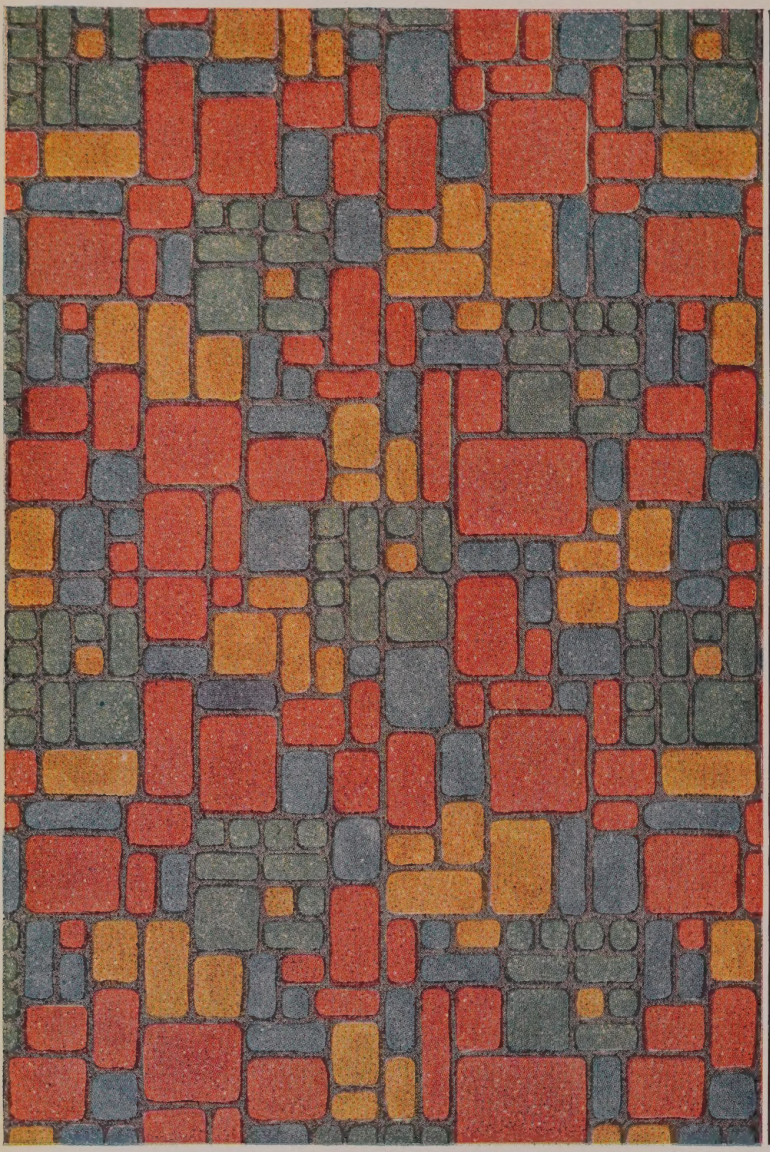
Pattern 5430 is unusually interesting by reason of the pleasing manner in which colors are grouped. Instead of being intermixed at random, the tiles of each color are clustered in separate units.

Nothing like Patterns 5440 and 5441 has ever been made before in linoleum. The appealing design is a modern interpretation of a mosaic floor with an ombré shadow effect.

ARMSTRONG'S



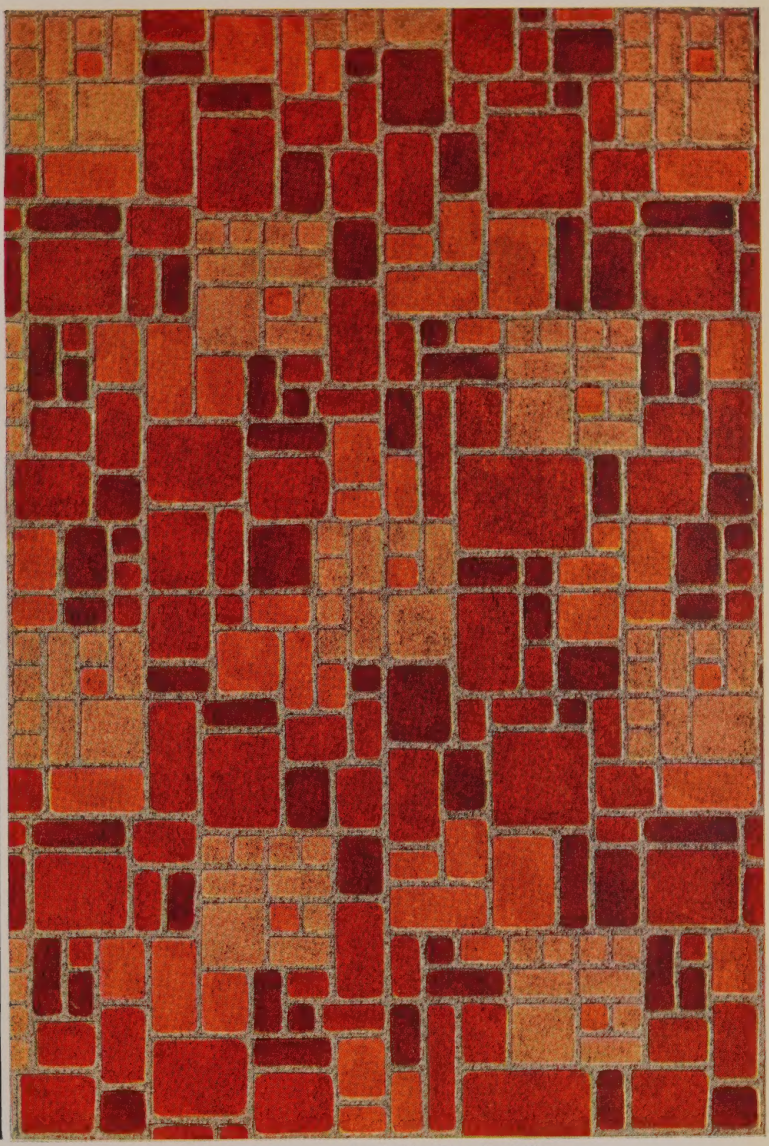
No. 5350 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIOMBJU



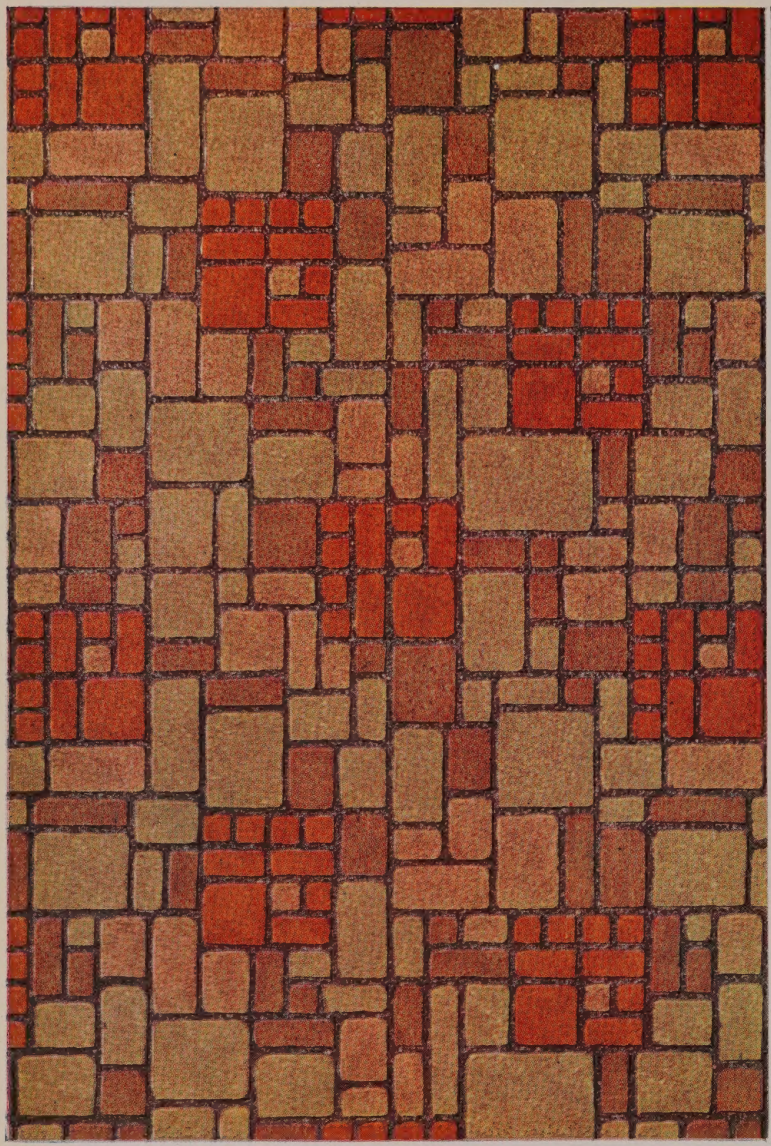
ARMSTRONG'S

No. 5351 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIOMBKE

ARMSTRONG'S



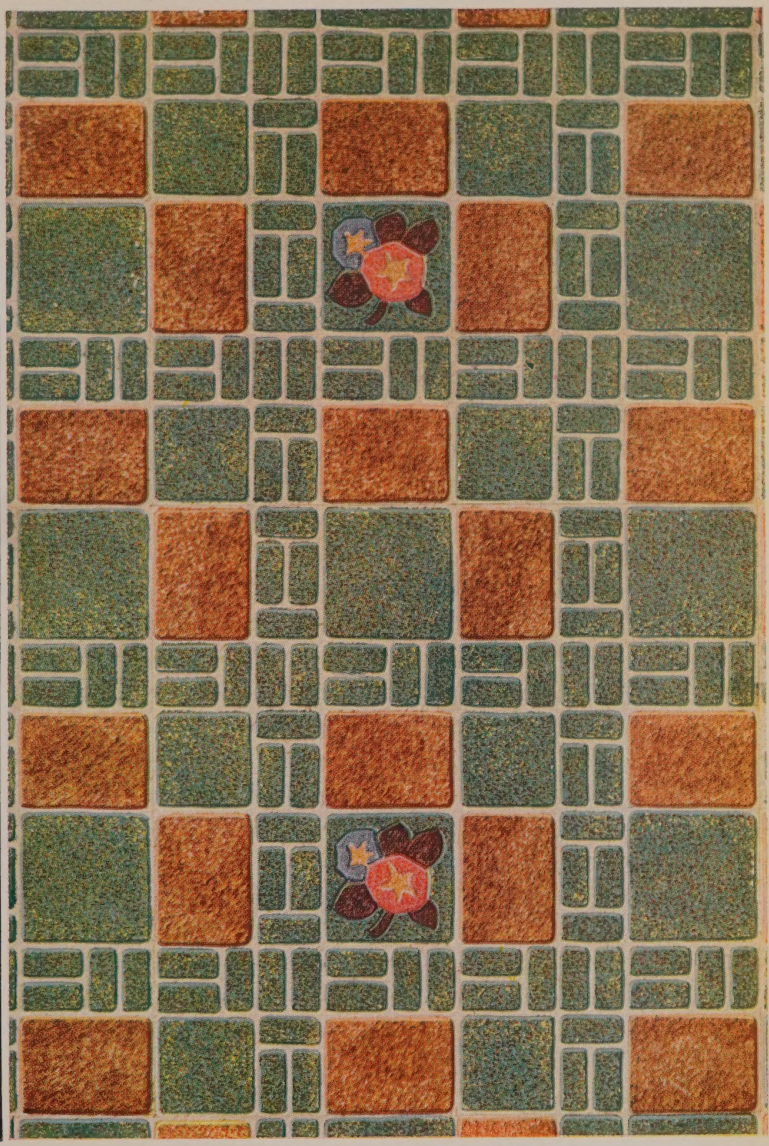
No. 5352 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIOMBMA



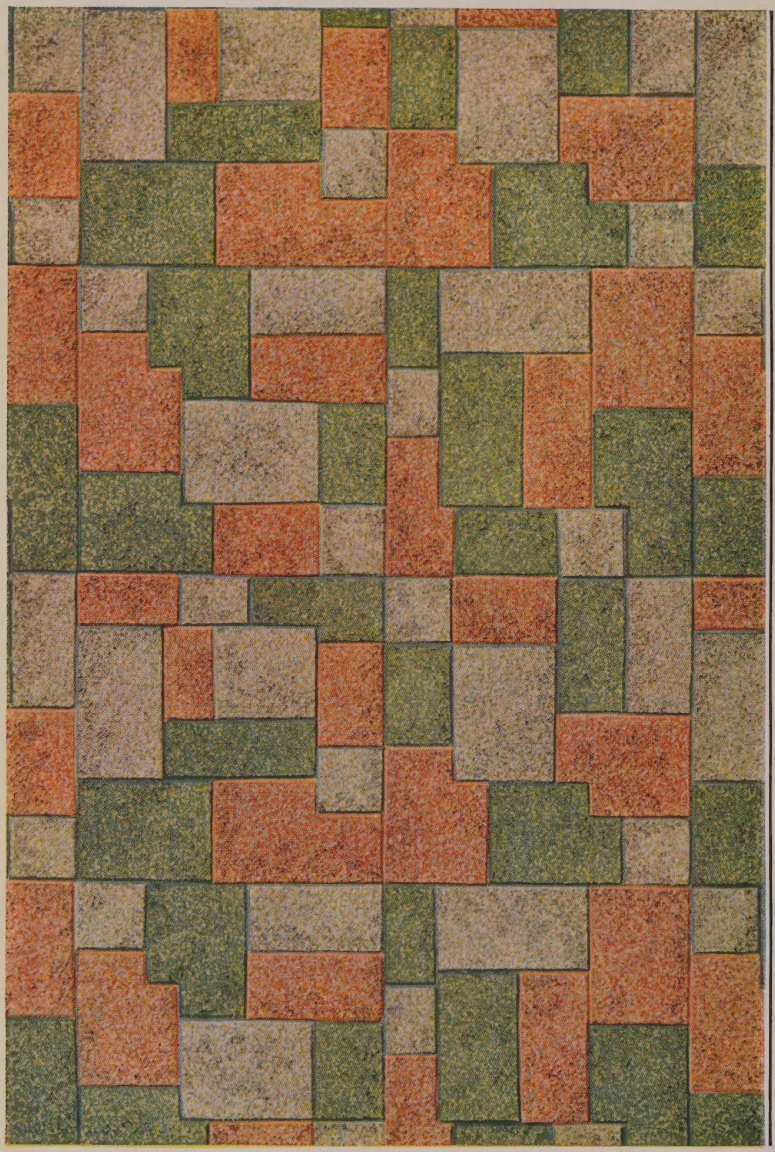
ARMSTRONG'S

No. 5354 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIWYT

ARMSTRONG'S



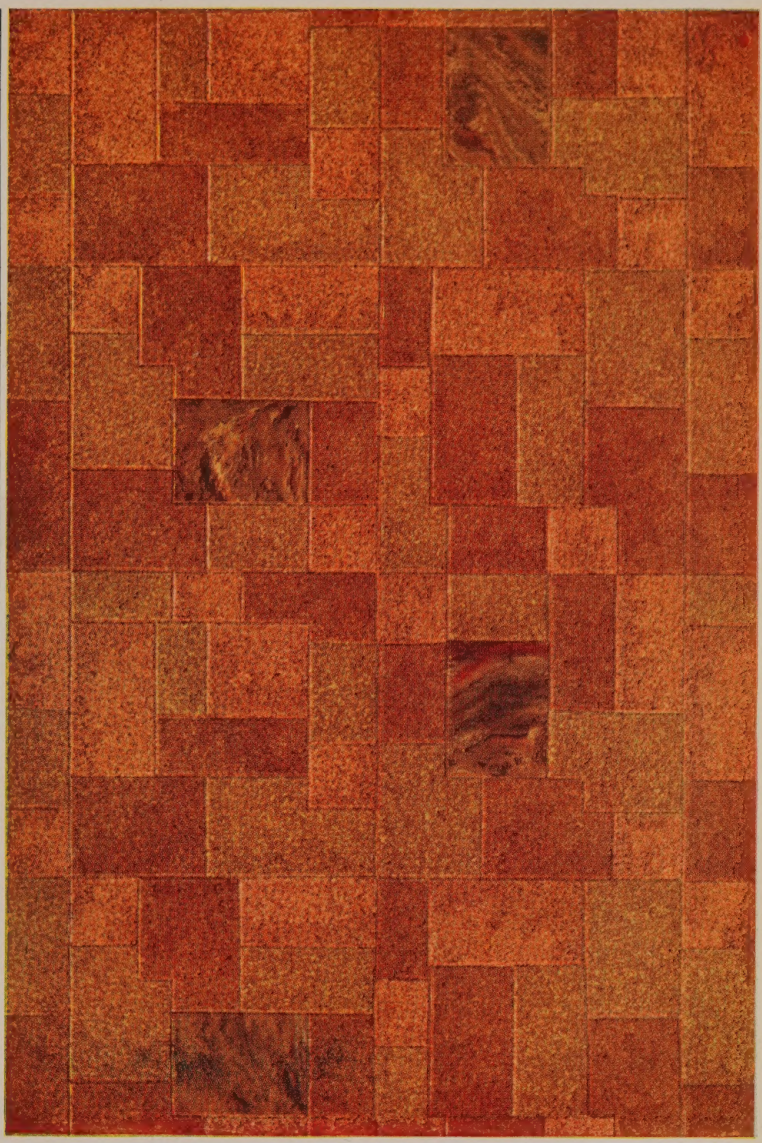
No. 5360 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIRUZ



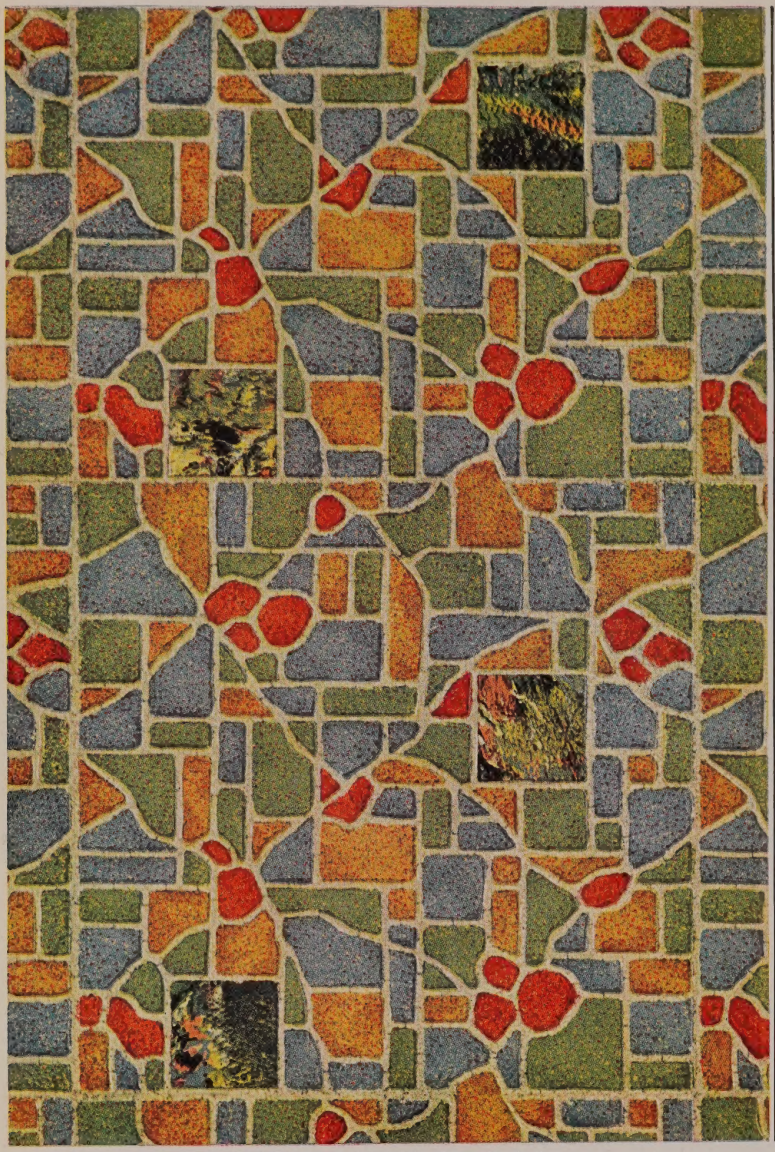
ARMSTRONG'S

No. 5370 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AISAZ

ARMSTRONG'S



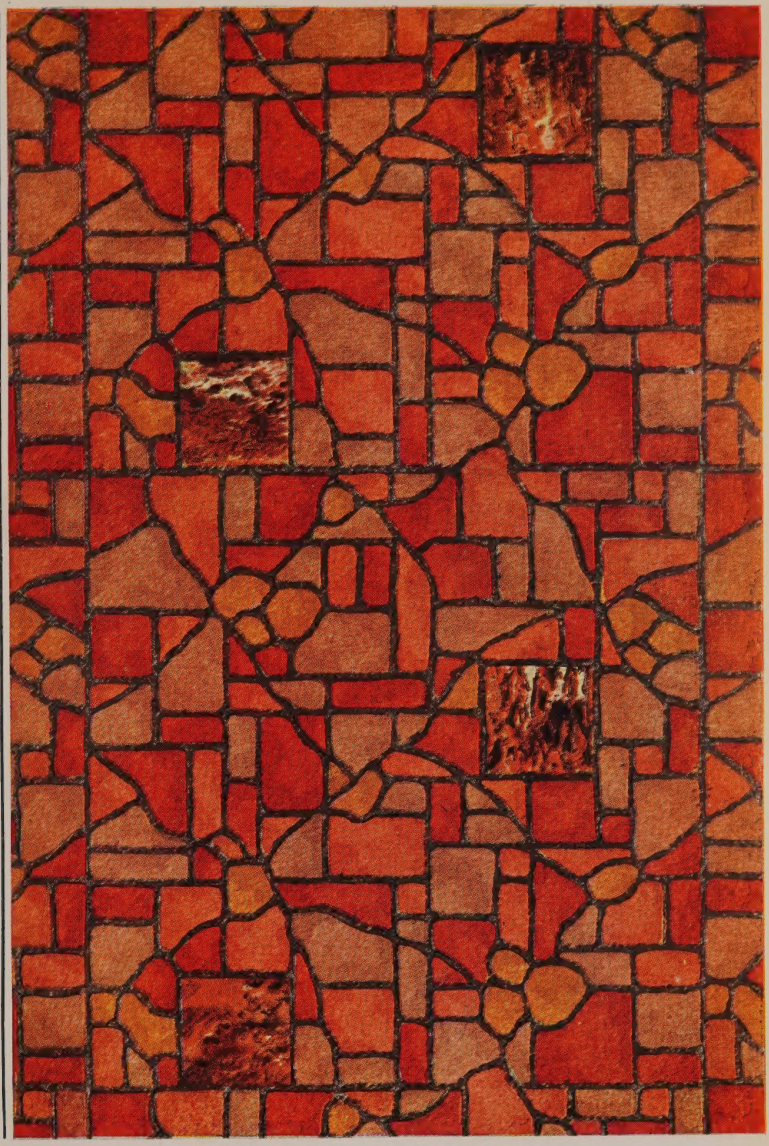
No. 5372 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIYAW



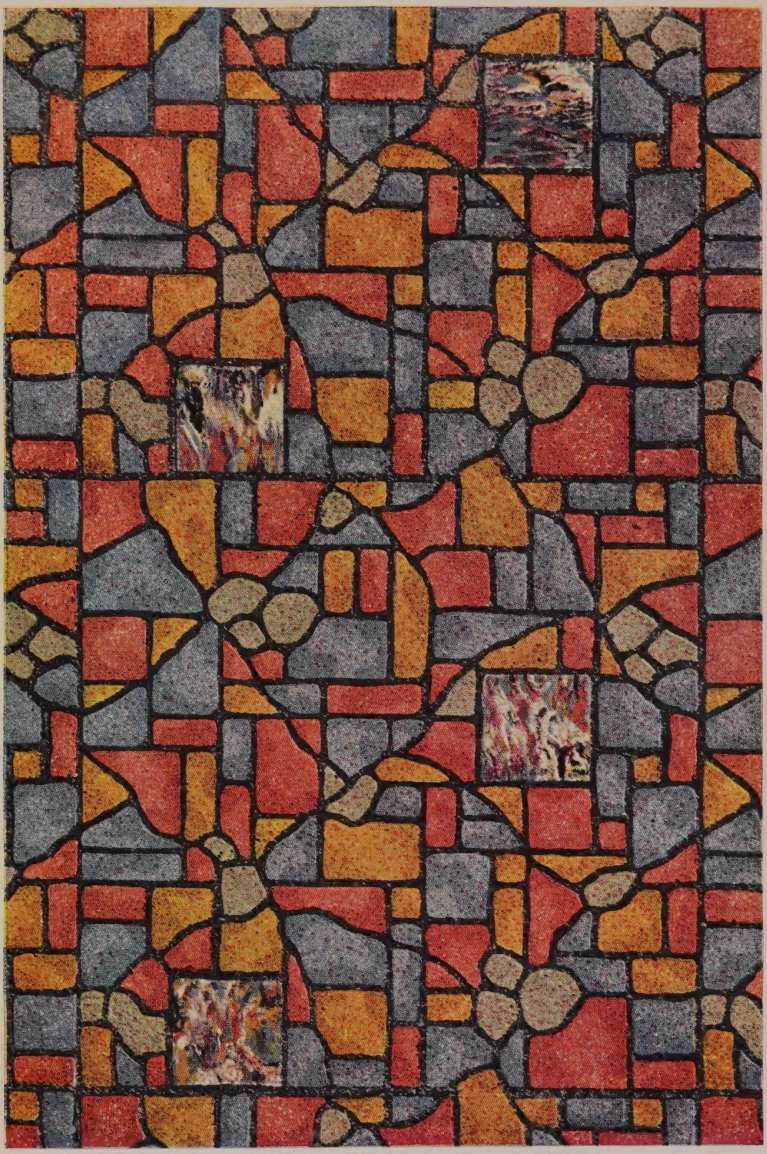
ARMSTRONG'S

No. 5380 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEUW

ARMSTRONG'S



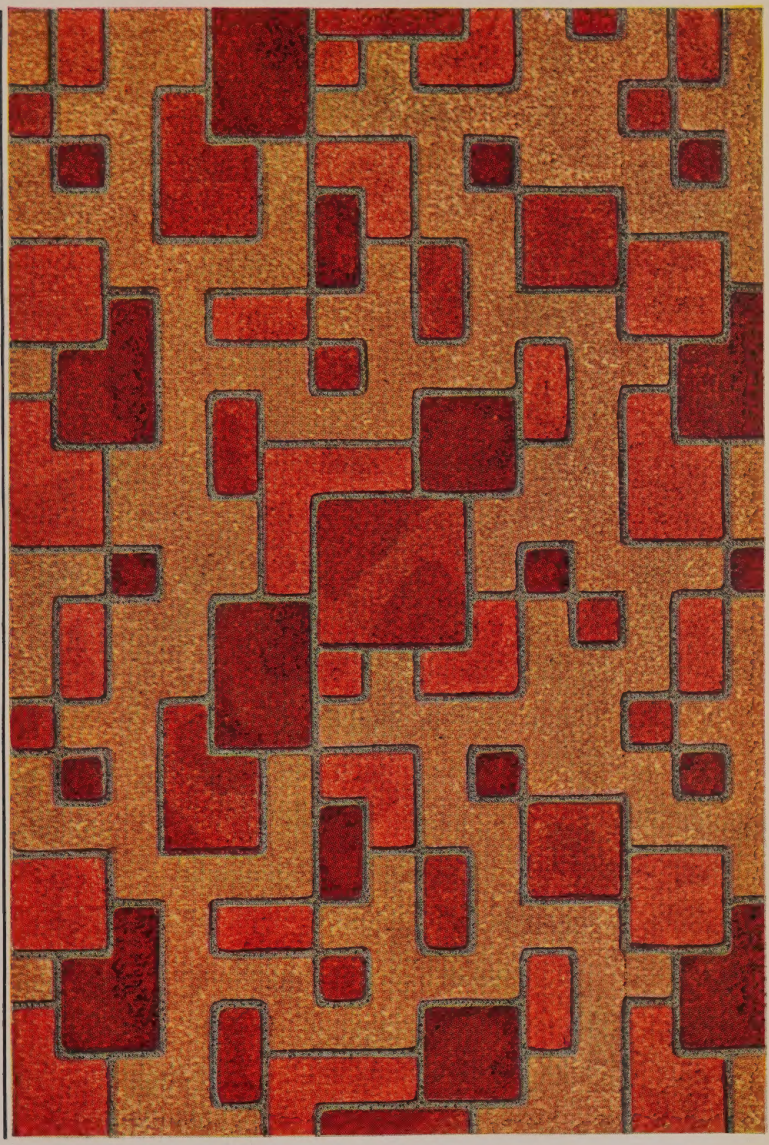
No. 5381 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEWA



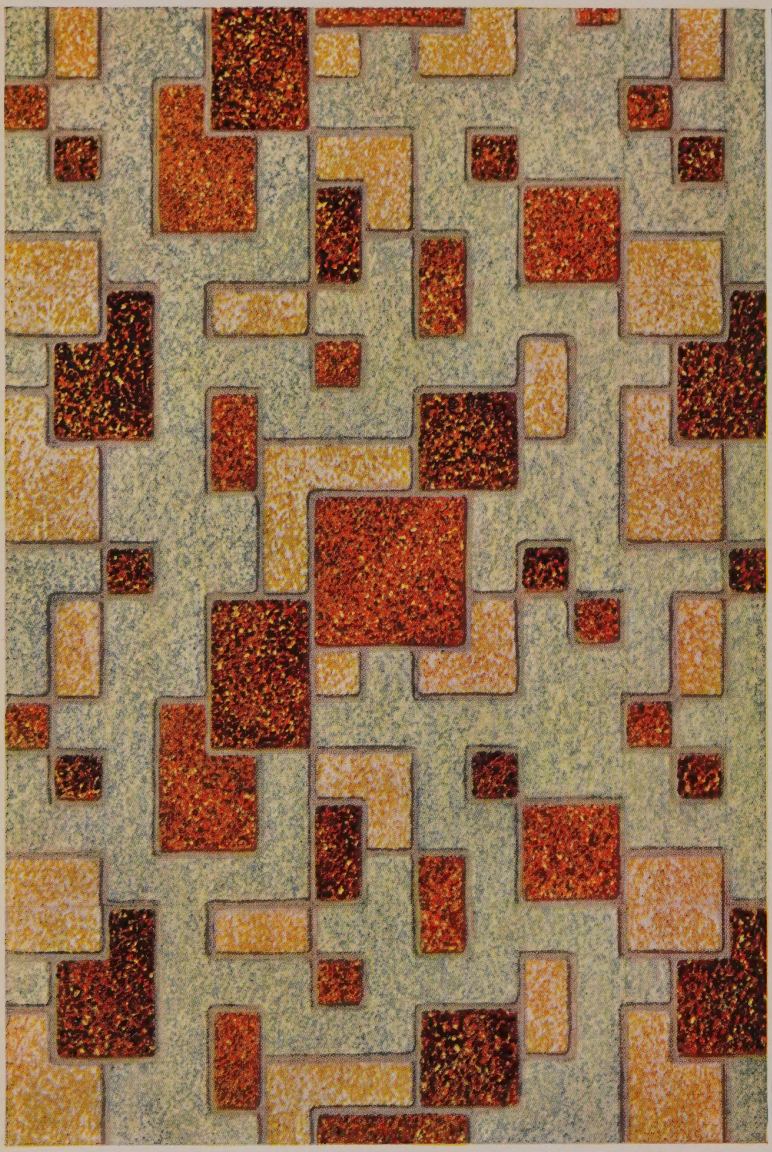
ARMSTRONG'S

No. 5382 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFKY

ARMSTRONG'S



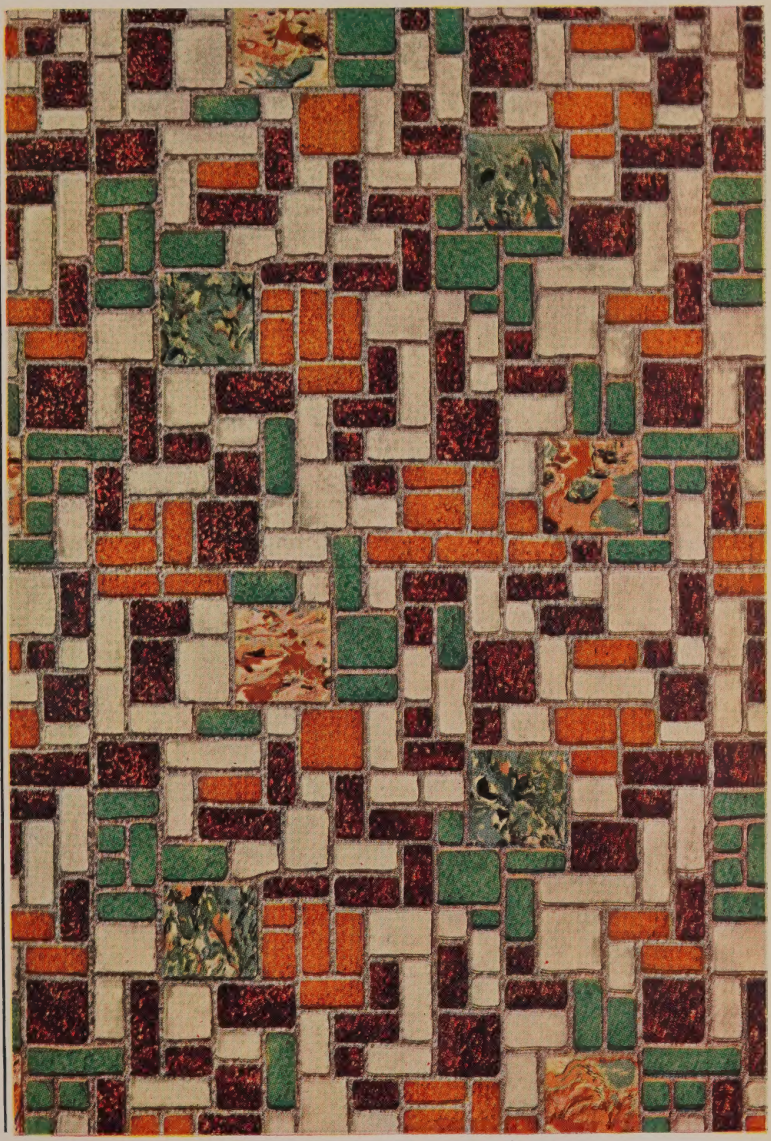
No. 5400 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEUG



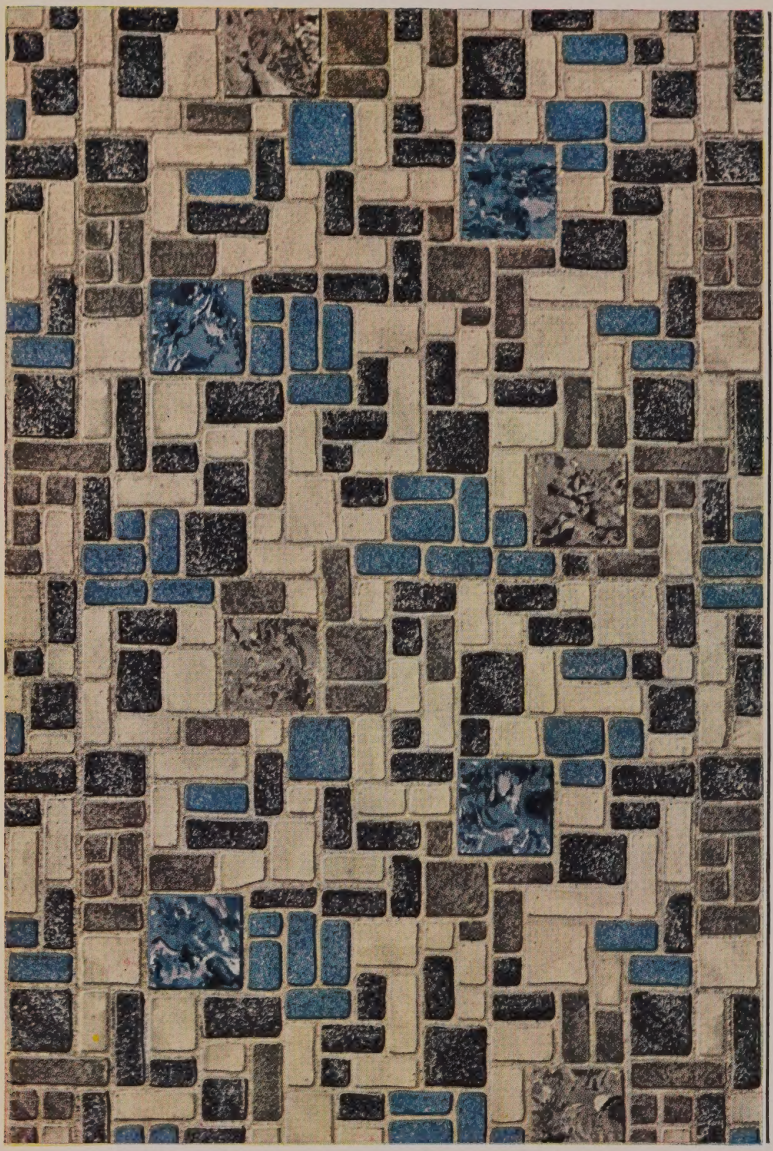
ARMSTRONG'S

No. 5401 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEVS

ARMSTRONG'S



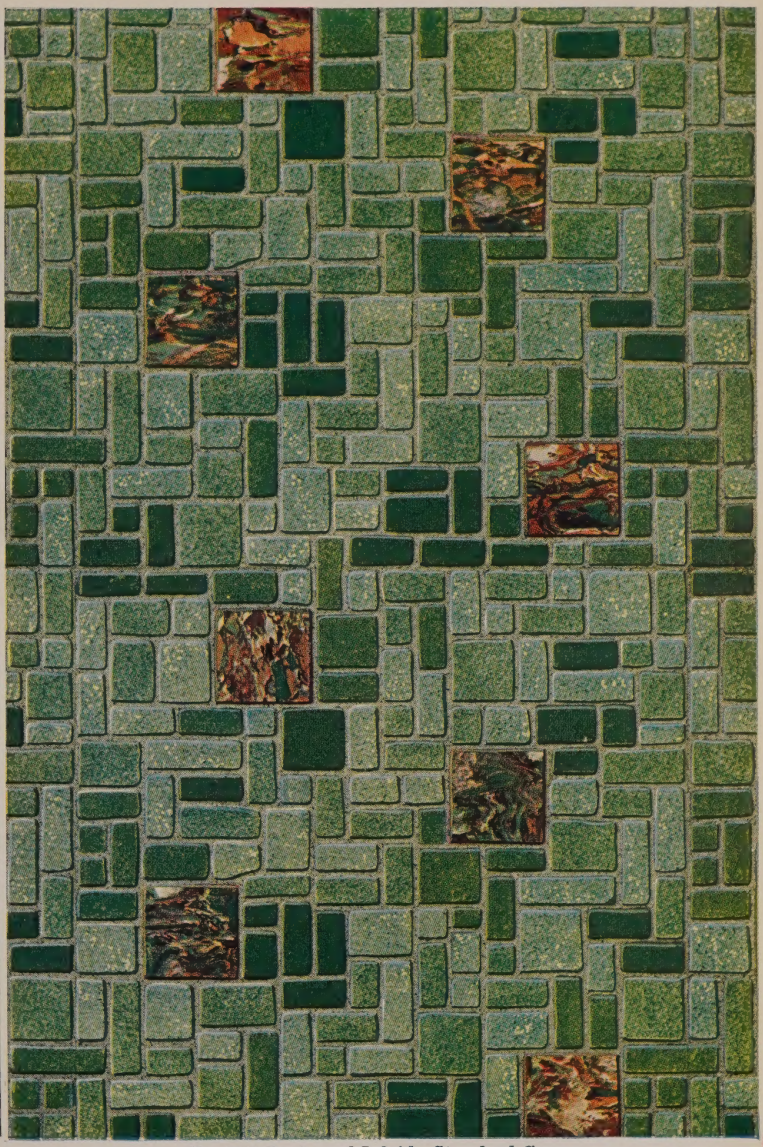
No. 5410 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEWD



ARMSTRONG'S

No. 5411 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIEYR

ARMSTRONG'S

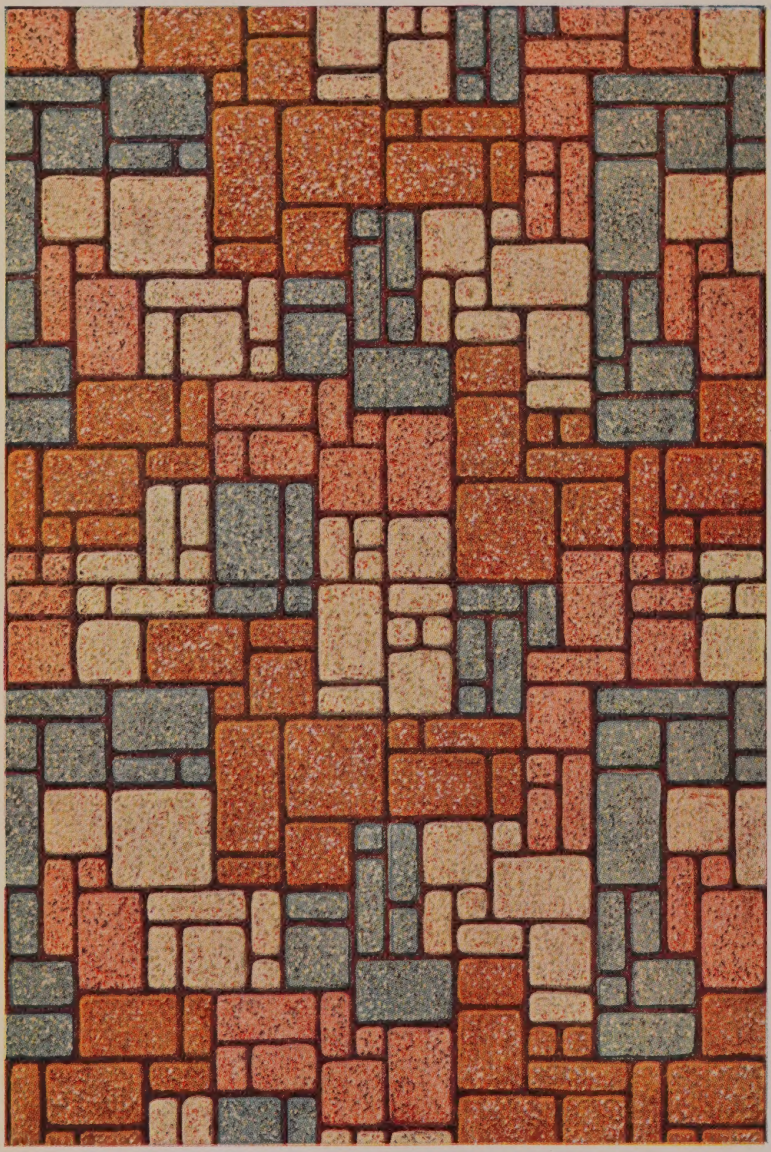


No. 5412 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIKEP

No. 5420 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFAV

ARMSTRONG'S

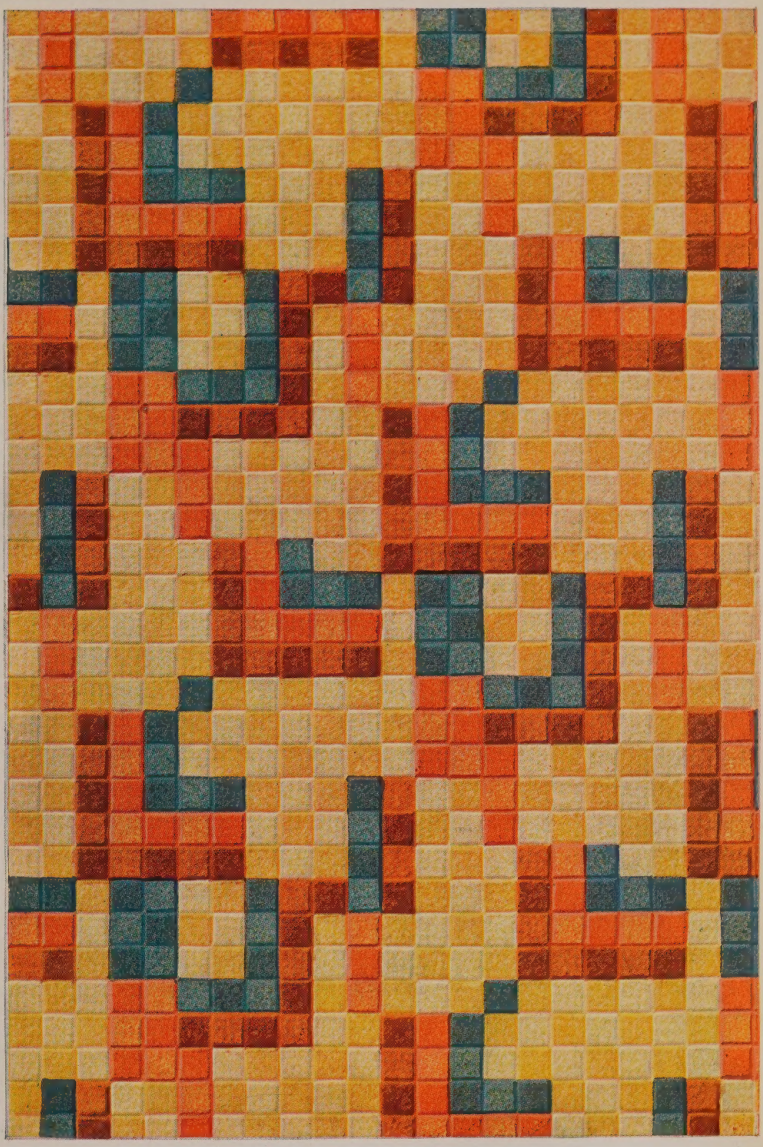
No. 5421 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFEW



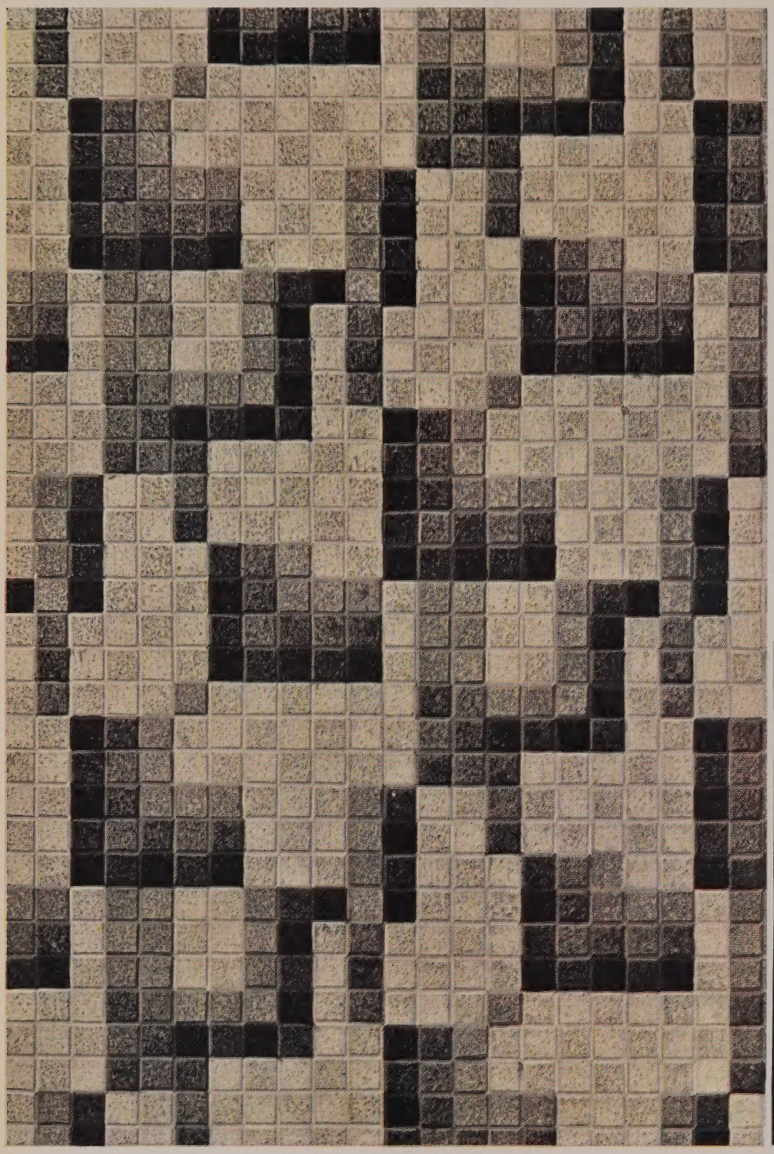
ARMSTRONG'S

No. 5430 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFIC

ARMSTRONG'S



No. 5440 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFKU



ARMSTRONG'S

No. 5441 Embossed Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—AIFOB

This delightful modern kitchen has a floor of Armstrong's Straight Line Inlaid, Standard Gauge, Pattern 0630. *The wall is Armstrong's Travertine Linowall, Pattern* 702. (*Natural color photograph*)

STANDARD GAUGE STRAIGHT LINE HAS STRONG SELLING POINTS

TWENTY-NINE patterns, the biggest assortment offered in any section of the 1935 Armstrong Line, are presented in Standard Gauge Straight Line Inlaid Linoleum. This number includes all the best-selling patterns from the former D and Z Gauges of Straight Line Inlaid, supplemented by five additions.

Standard Gauge Straight Line is the lowest priced Armstrong's Inlaid Linoleum and, consequently, it will be a volume seller. The new gauge, being thicker than the old D and Z Gauges, will give thrifty customers greater satisfaction and longer wear. This ideal combination of sales points—29 beautiful patterns, added durability, and reasonable price—makes this line an exceptionally attractive proposition for stores of all classes.

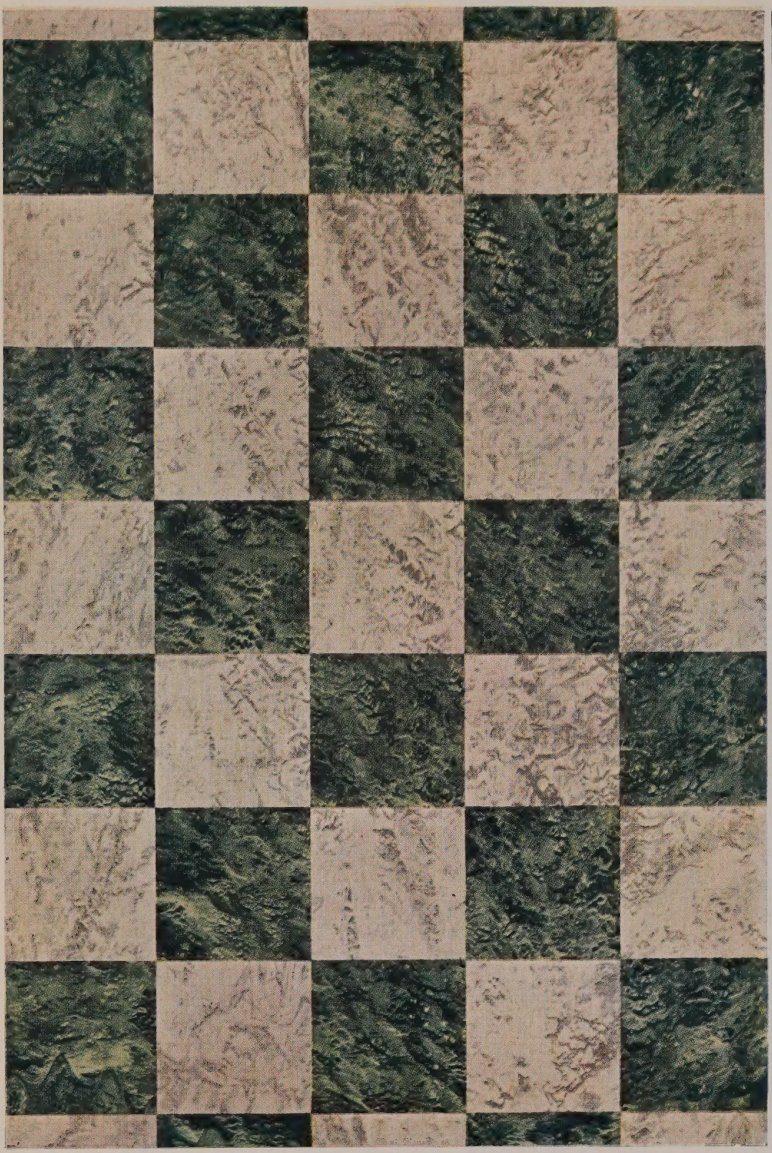
Attention is called to the novel handling of the interliners in the new Patterns 0490 and 0491. These interliners are in two colors and they cut across the blocks in a pleasing, modern effect.

Great success for Patterns 0490 and 0491 is virtually assured by the surpassing popularity of Pattern 0470 to which they are very similar. The principal difference is the smaller scale of the block-on-block design in the continuous marble field.

In response to frequent calls for an old style blue, white, and gray tile design, a former favorite returns to the line in Pattern 0700.

ARMSTRONG'S

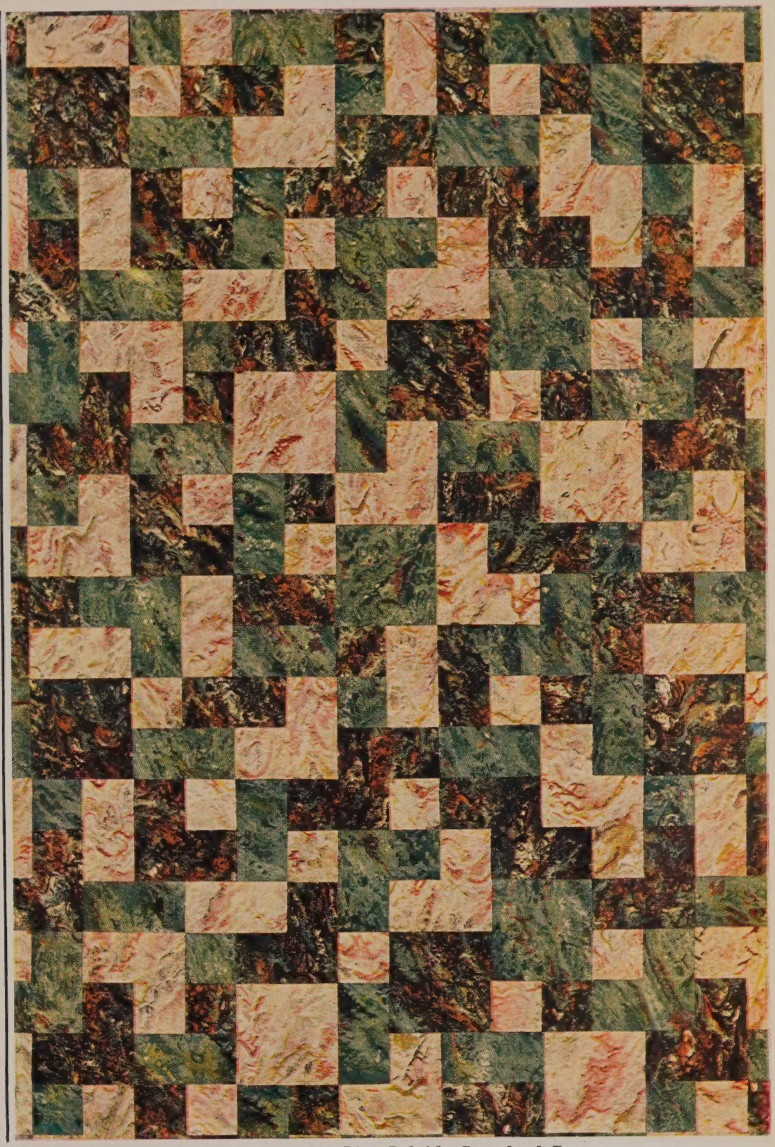
No. 0286 Straight Line Inlaid—Standard Gauge
(Size of Blocks—4½" x 4½") 2 yards wide only
Code Word—DSICAVU



ARMSTRONG'S

No. 0287 Straight Line Inlaid—Standard Gauge
(Size of Blocks—4 ½″ x 4 ½″) 2 yards wide only
Code Word—DSISVRE

ARMSTRONG'S



No. 0306 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSGOV

ARMSTRONG'S

No. 0371 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSOLVOM

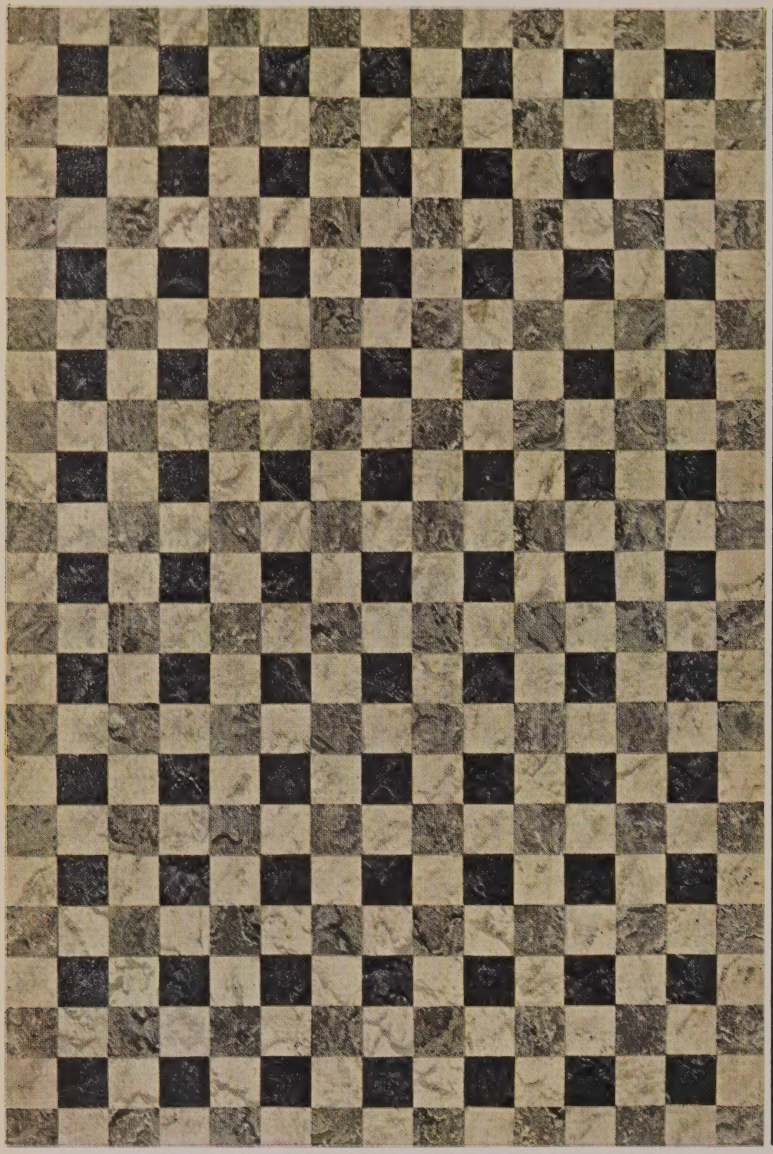
ARMSTRONG'S

No. 0382 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DSOMAOD

No. 0430 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSUIM

ARMSTRONG'S

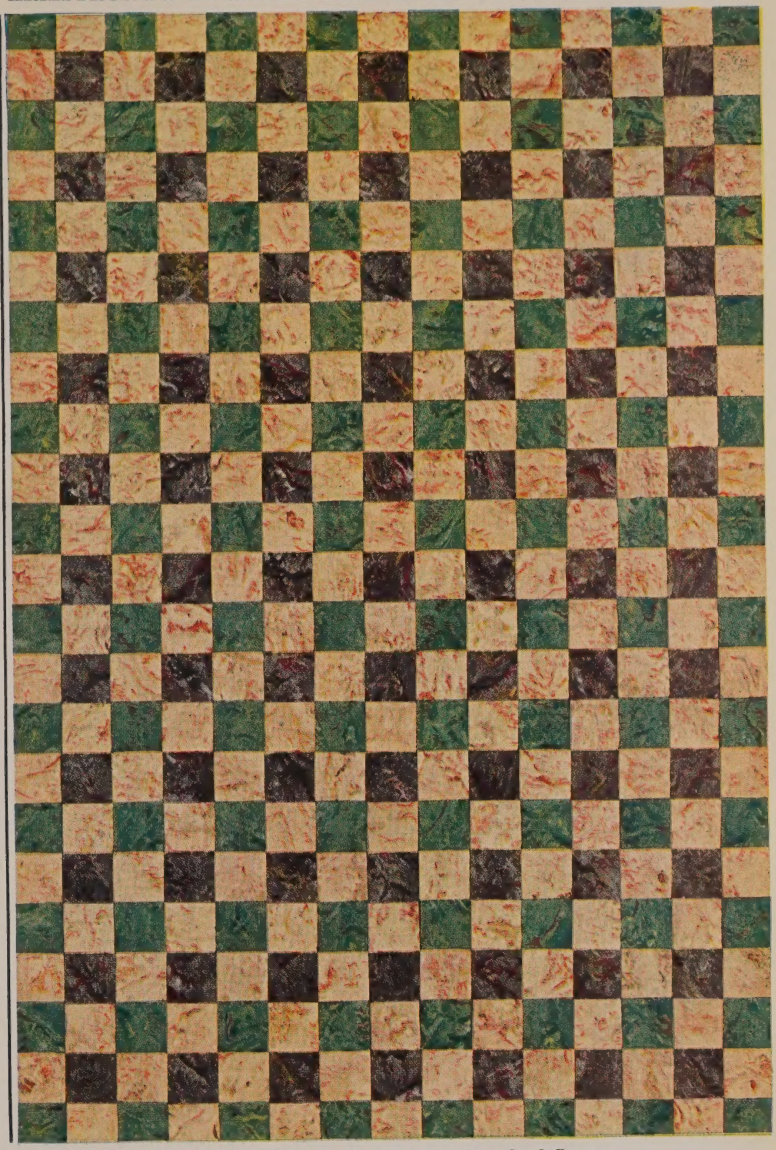
No. 0431 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSUJI



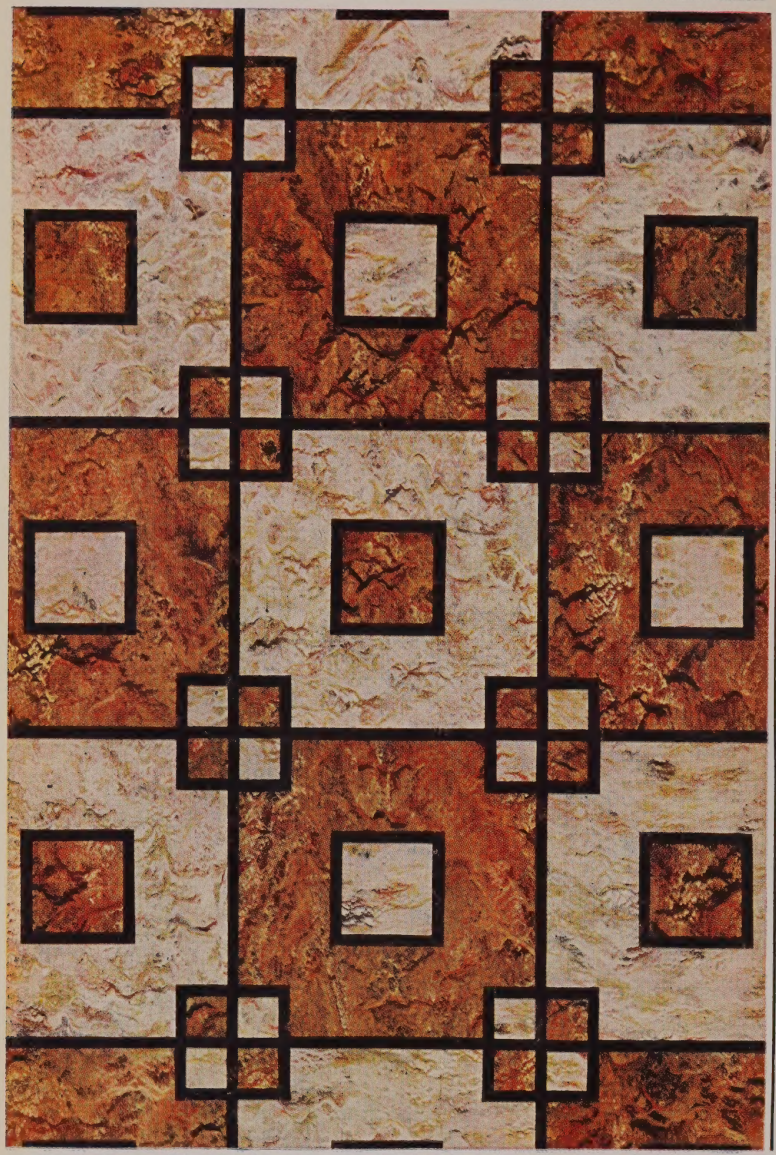
ARMSTRONG'S

No. 0450 Straight Line Inlaid—Standard Gauge
(Size of Blocks—1 ½″ x 1 ½″) 2 yards wide only
Code Word—DSYBI

ARMSTRONG'S



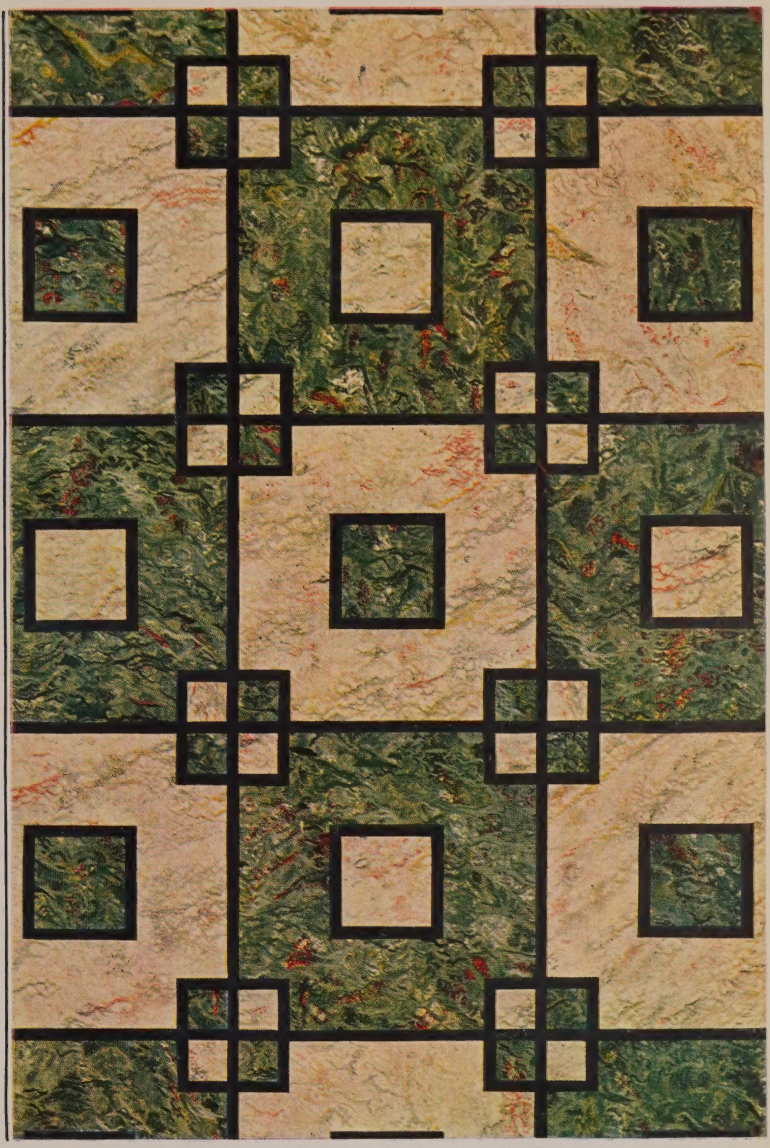
No. 0451 Straight Line Inlaid—Standard Gauge
(Size of Blocks—1 ½" x 1 ½") 2 yards wide only
Code Word—DSYEZ



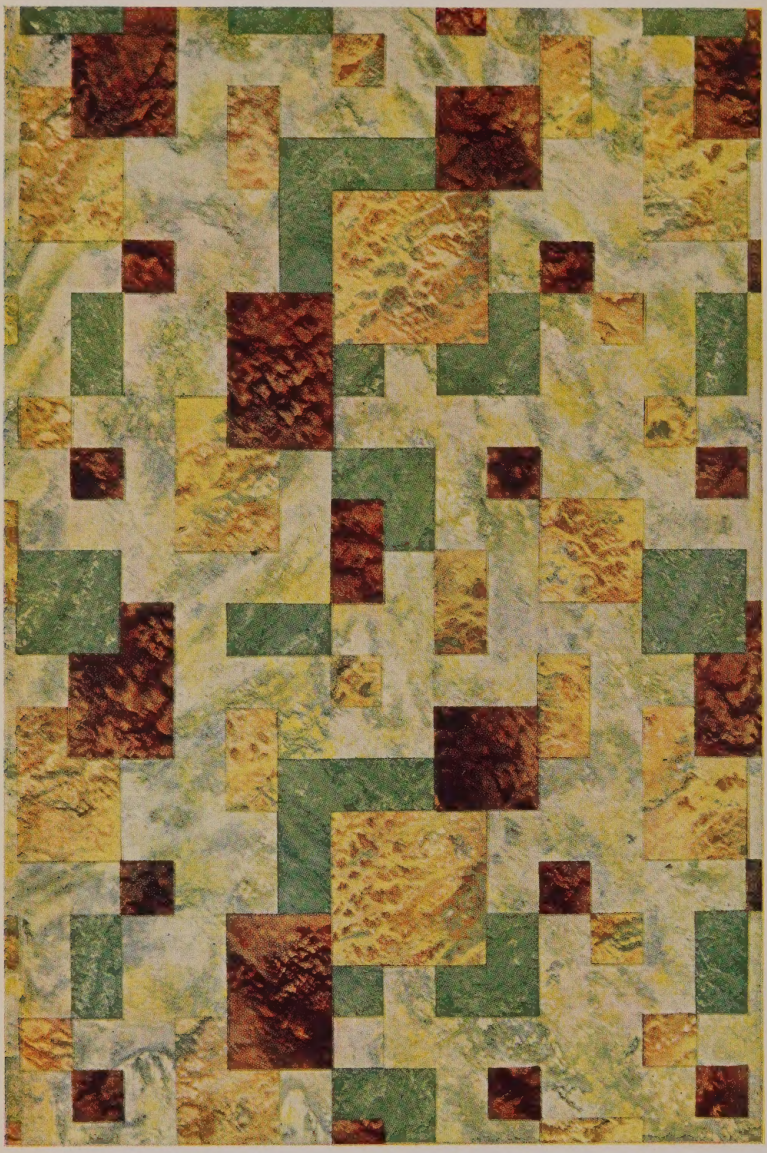
ARMSTRONG'S

No. 0460 Straight Line Inlaid—Standard Gauge
(Size of Large Block—about 9″ x 9″) 2 yards wide only
Code Word—DSGUL

ARMSTRONG'S



No. 0461 Straight Line Inlaid—Standard Gauge
(Size of Large Block—about 9″ x 9″) 2 yards wide only
Code Word—DSGYR

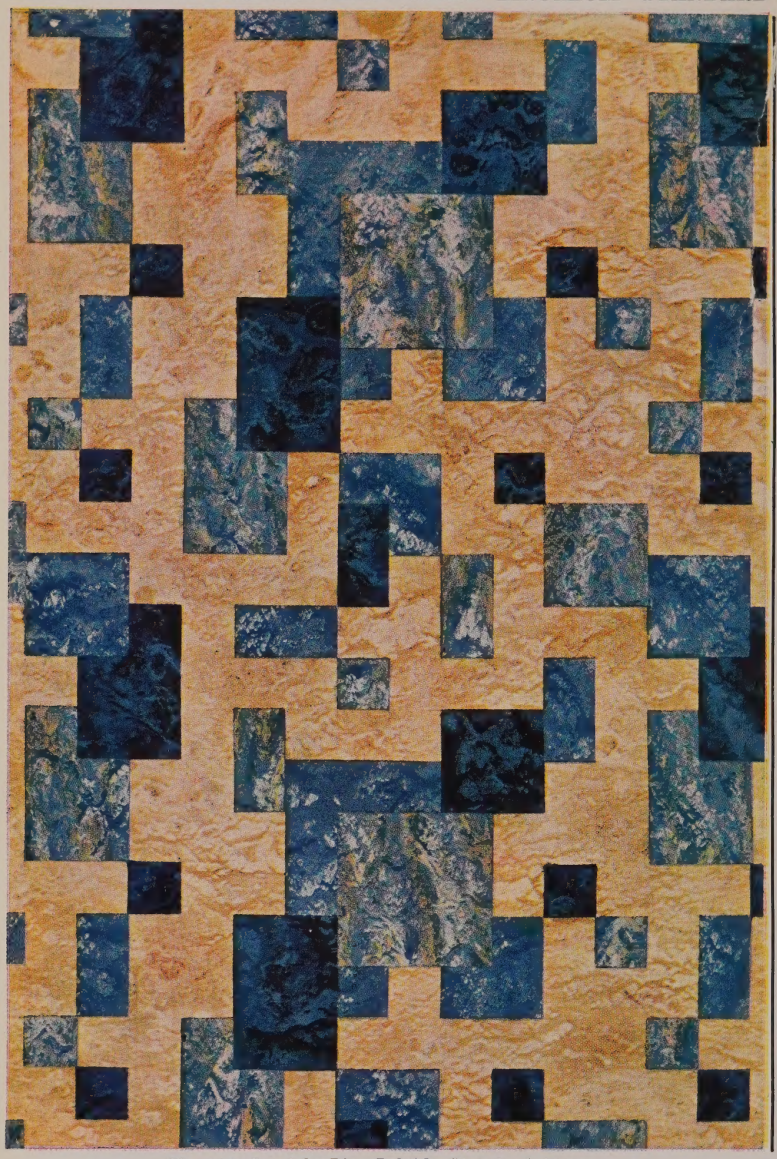


ARMSTRONG'S

No. 0470 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXIN

ARMSTRONG'S

No. 0471 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXOC

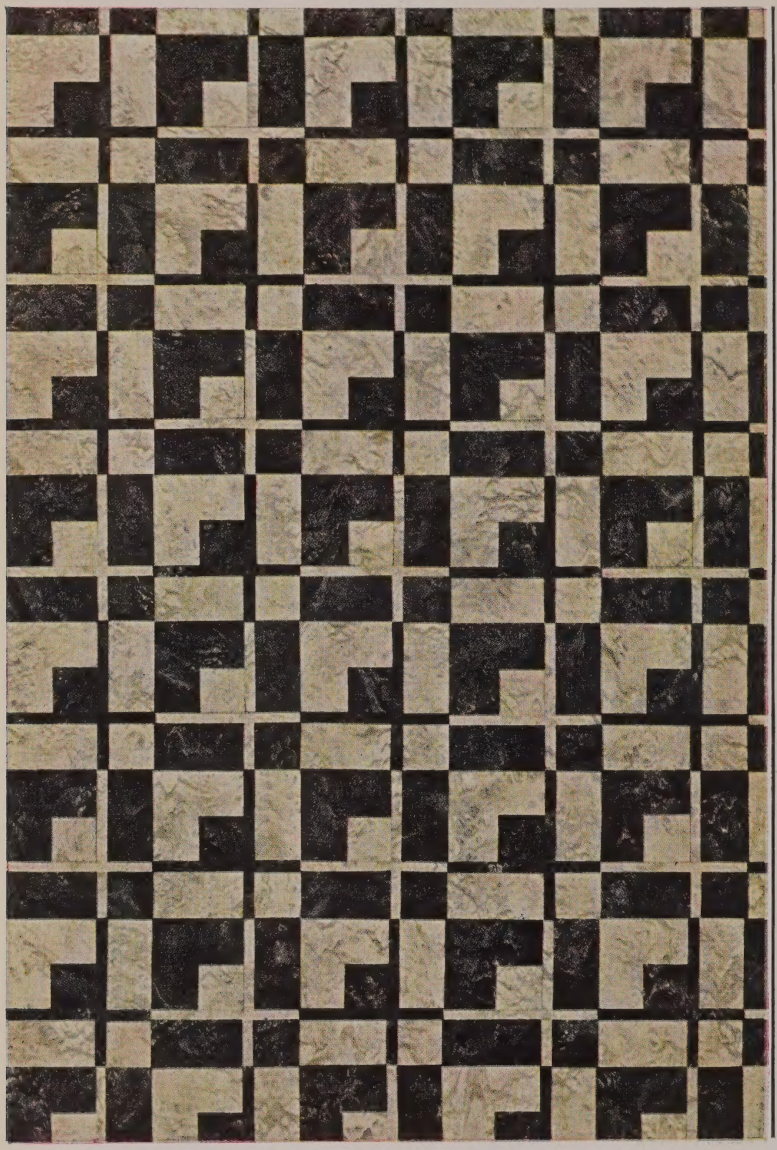


ARMSTRONG'S

No. 0472 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSXSA

ARMSTRONG'S

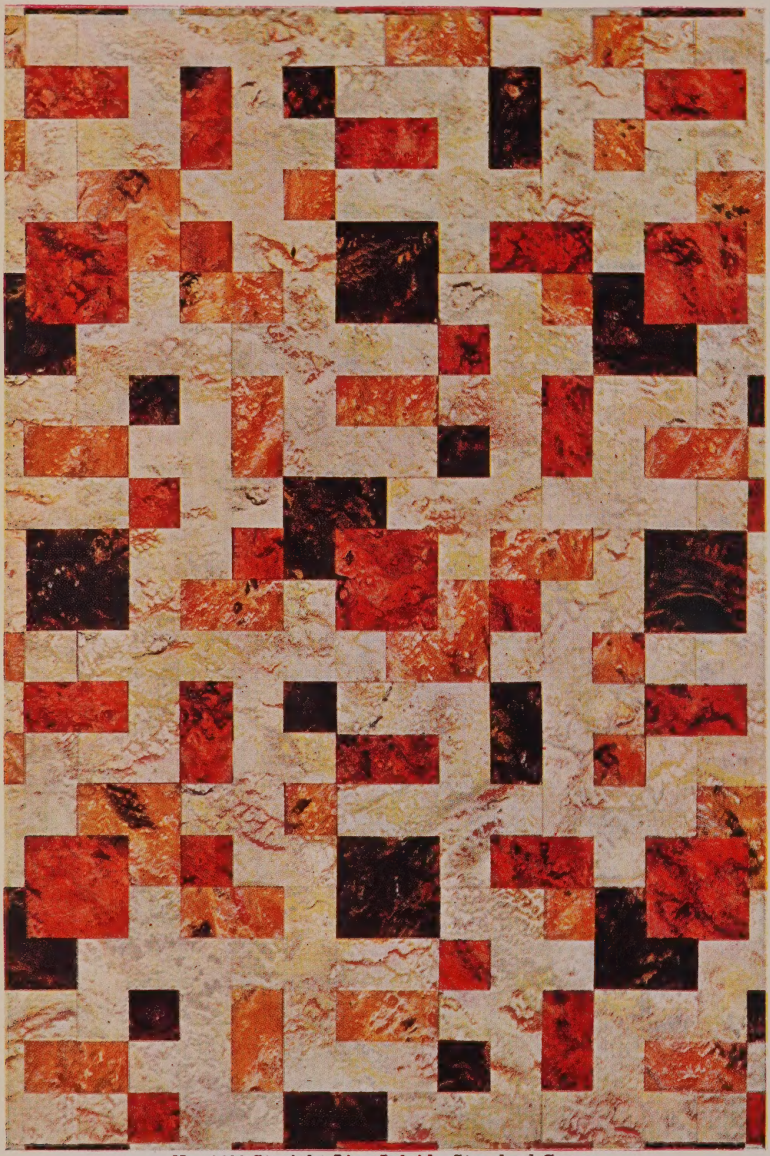
No. 0473 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSYZE



No. 0480 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSGYG

ARMSTRONG'S

No. 0481 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHAL

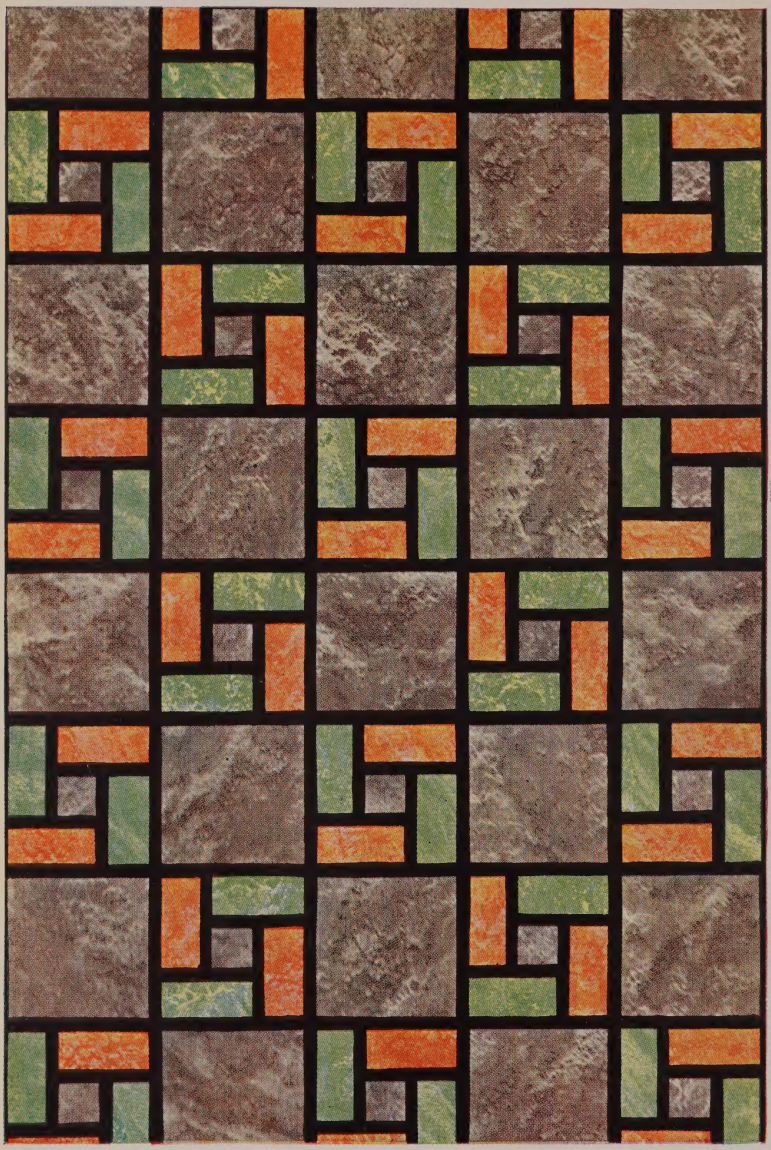


ARMSTRONG'S

No. 0490 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHEN

ARMSTRONG'S

No. 0491 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHIP



ARMSTRONG'S

No. 0600 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZDA

ARMSTRONG'S

No. 0610 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DSZEW

No. 0611 Straight Line Inlaid—Standard Gauge
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—DSAEY

ARMSTRONG'S

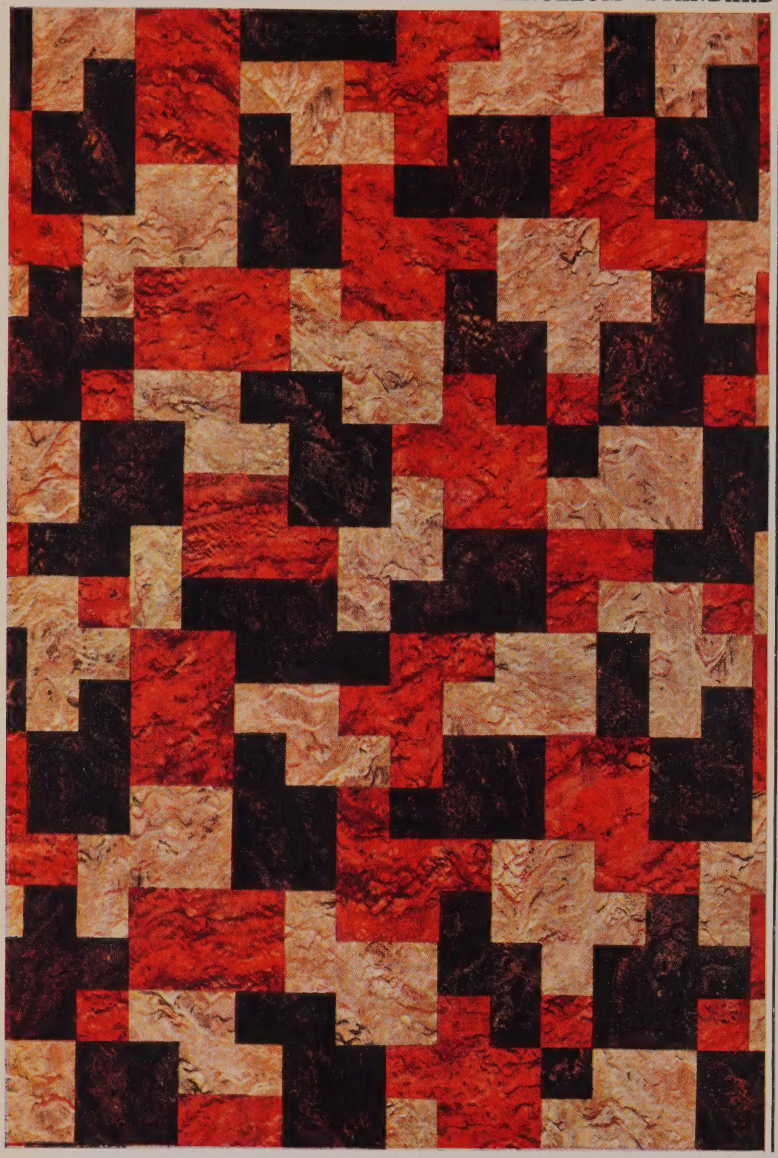
No. 0620 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZGE

ARMSTRONG'S

No. 0621 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZIR

ARMSTRONG'S

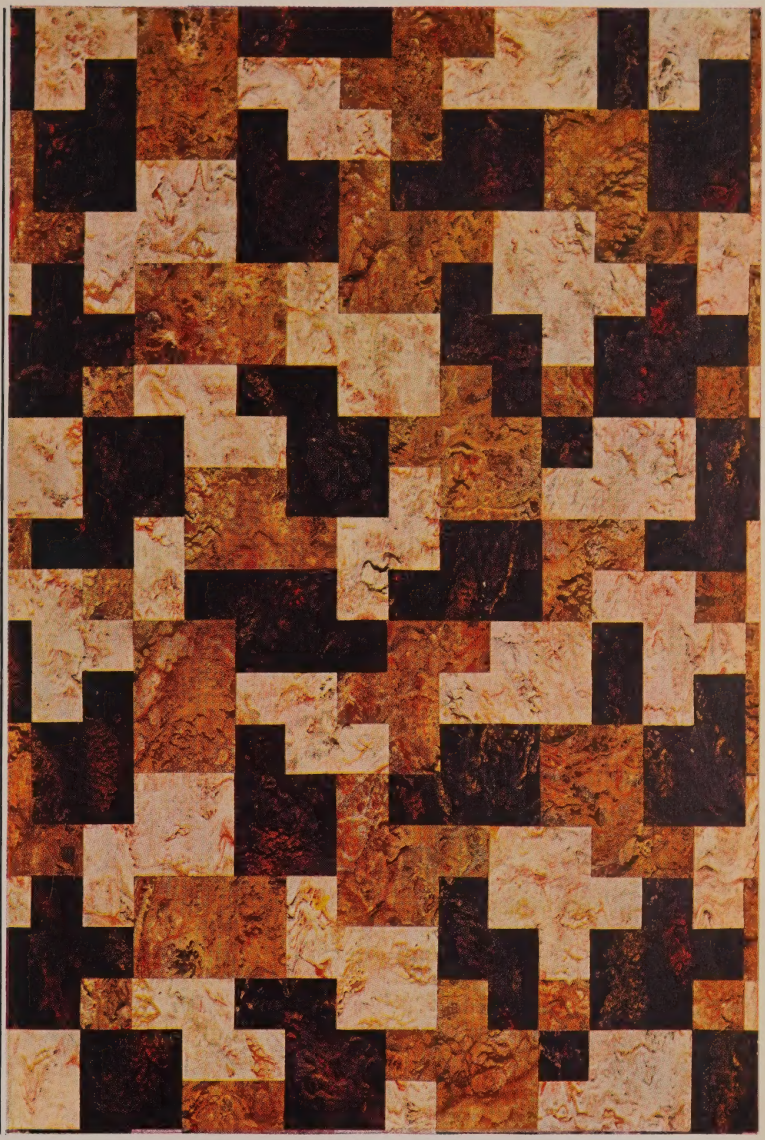
No. 0622 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZOZ



ARMSTRONG'S

No. 0630 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZTI

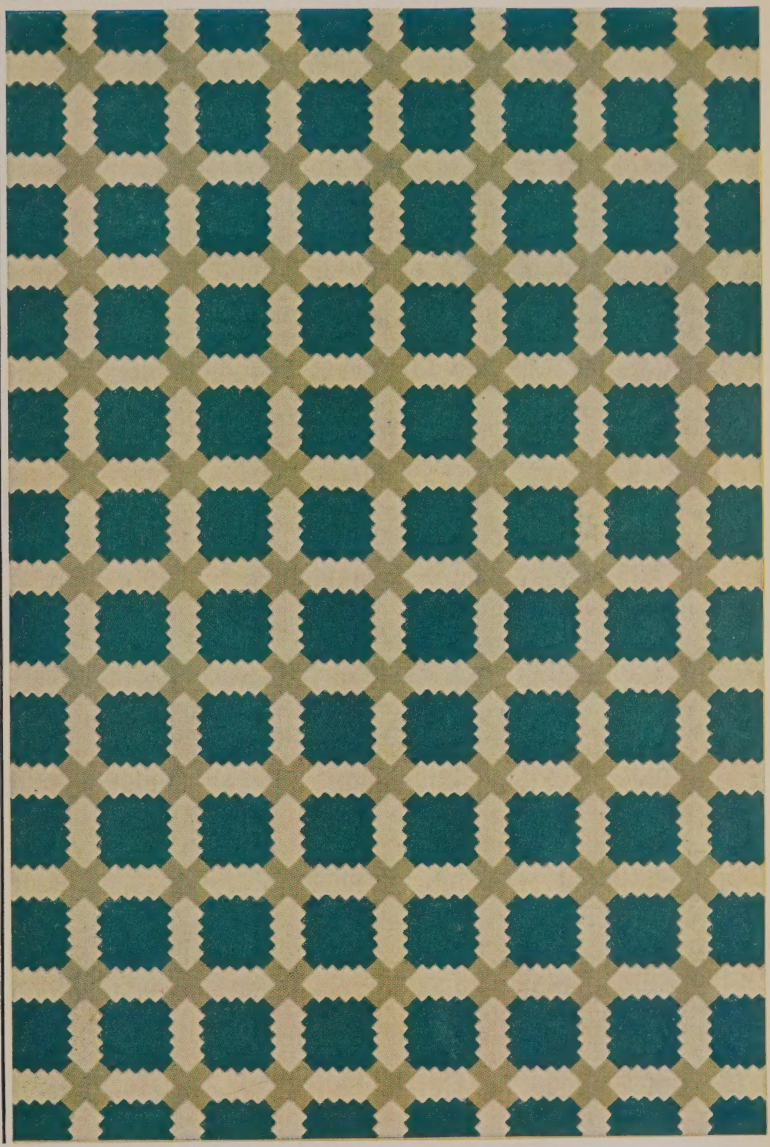
ARMSTRONG'S



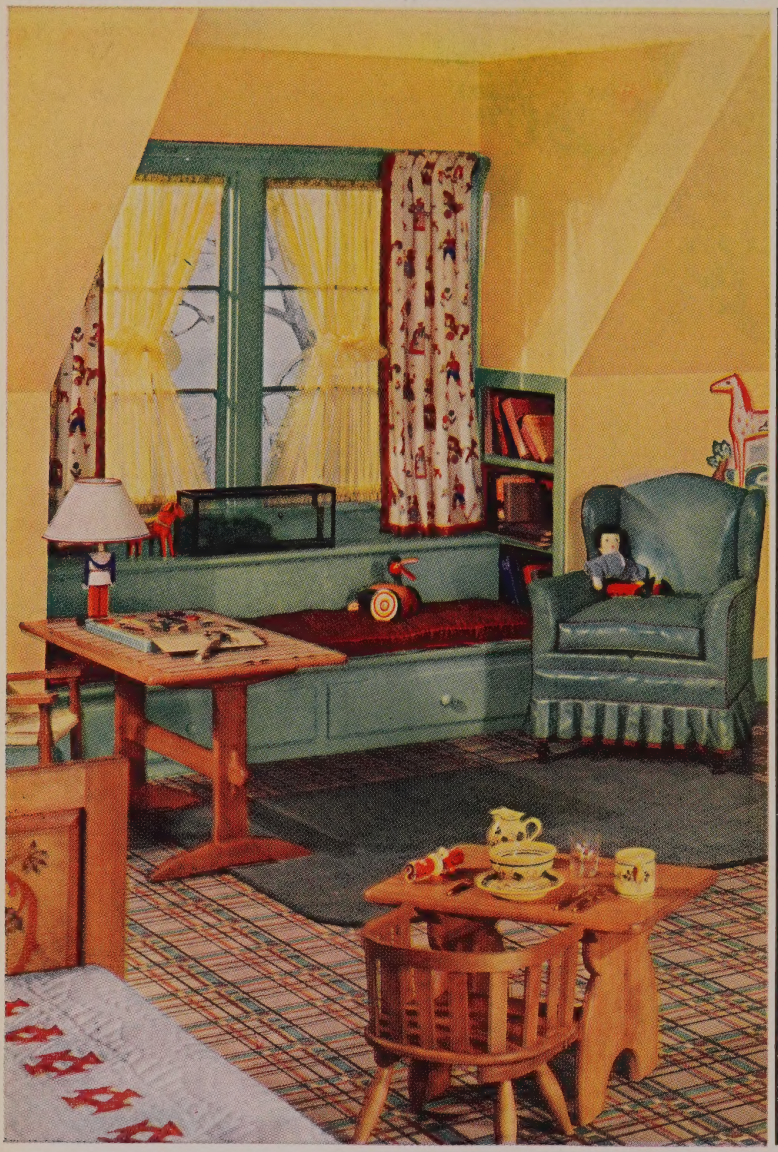
No. 0631 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSZUC

No. 0632 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSHYZ

ARMSTRONG'S

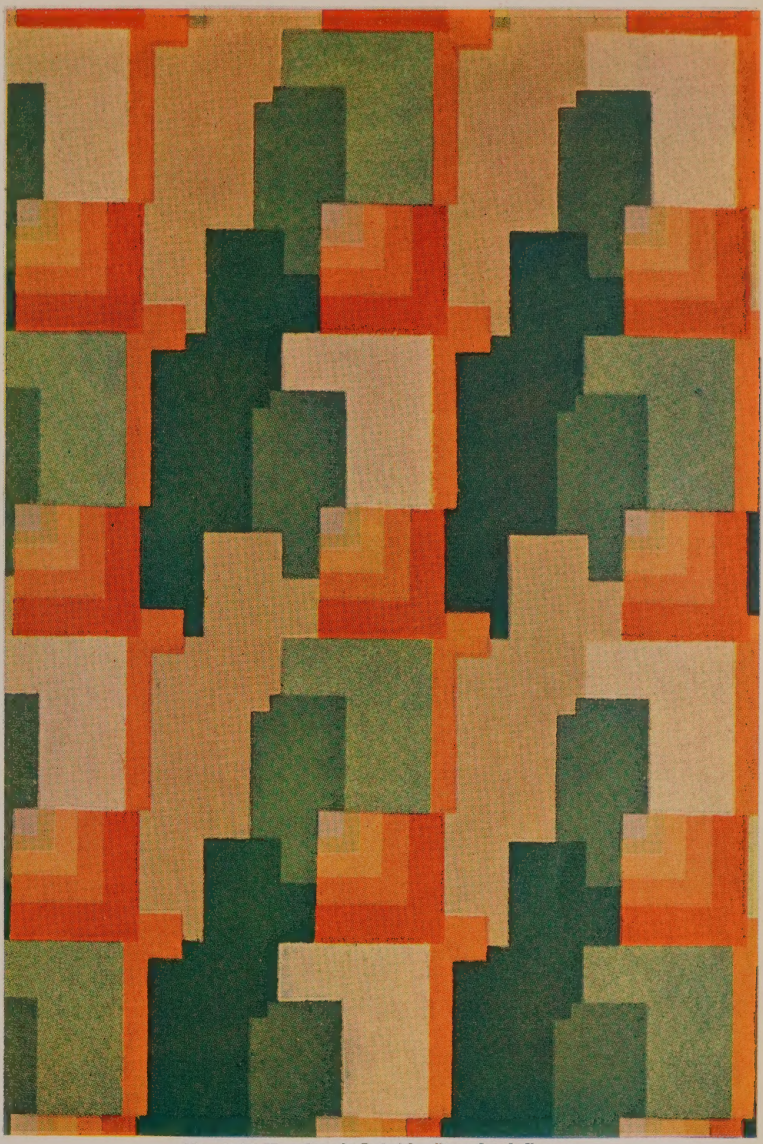


No. 0700 Straight Line Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DSJIN

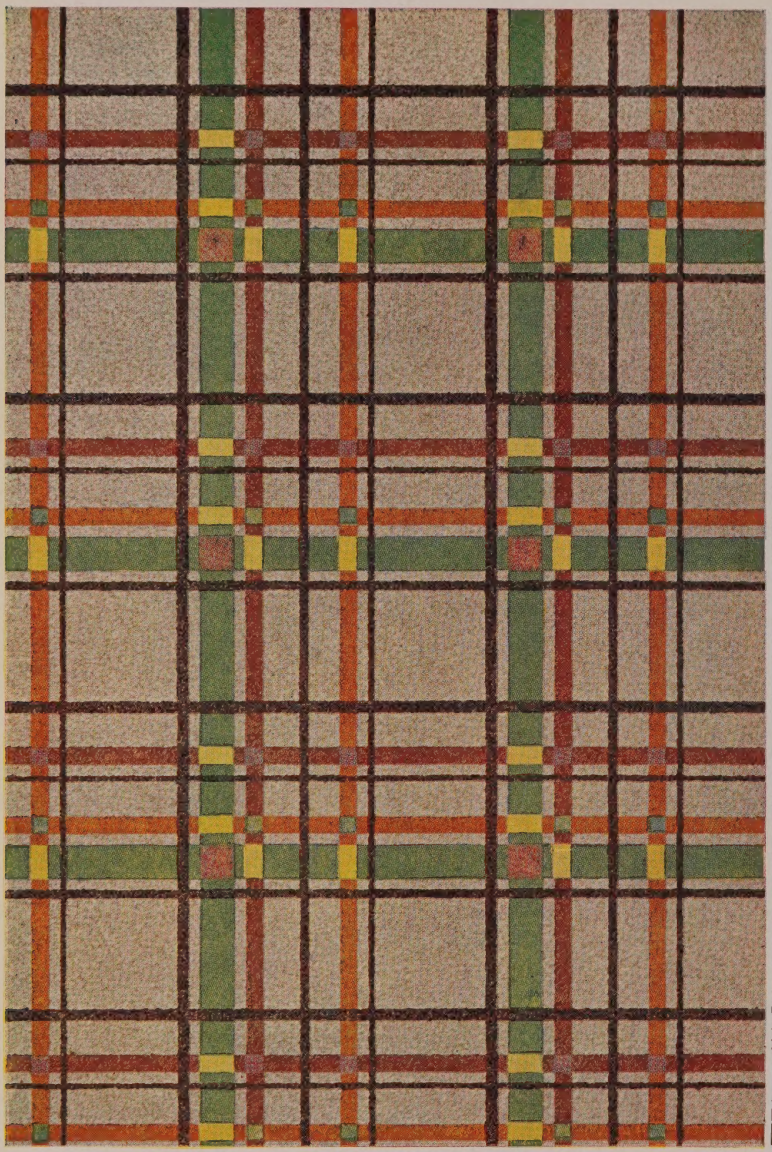


An indoor playground that gives no cause for worry about the children. No hard work to keep it clean, either. The floor is Armstrong's Handcraft Inlaid Pattern 9550. This is a natural color photograph of a nursery.

ARMSTRONG'S



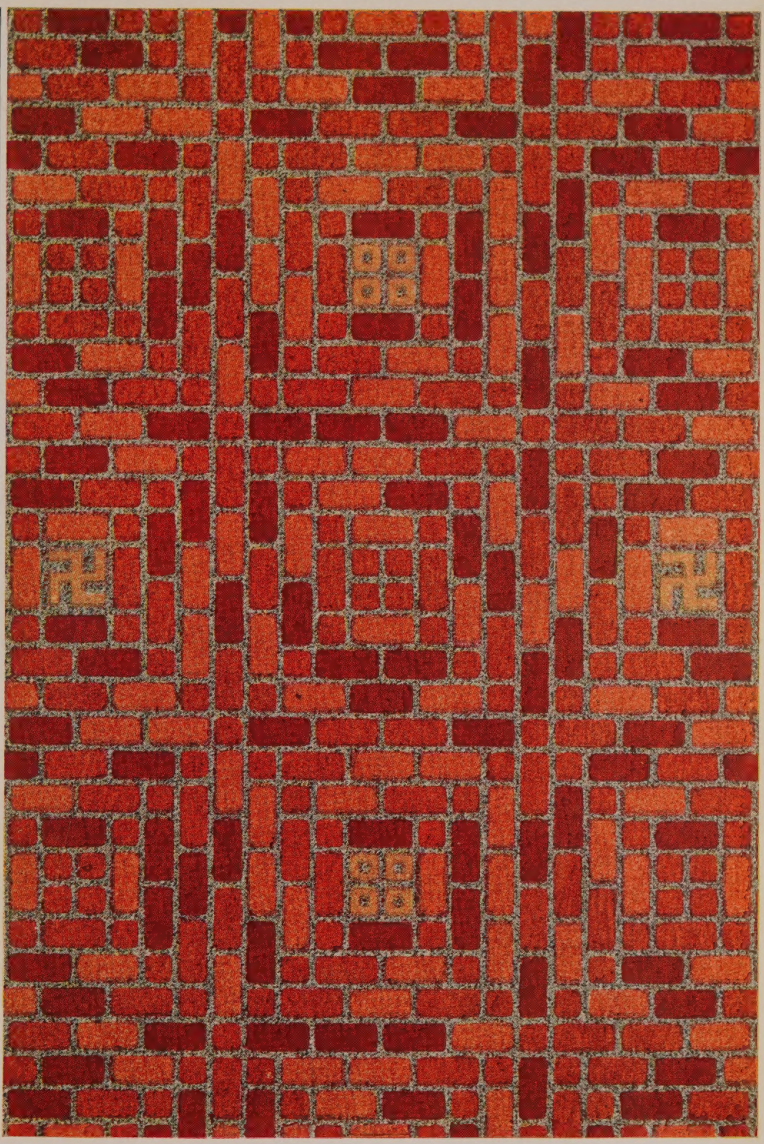
No. 9510 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMIVCIS



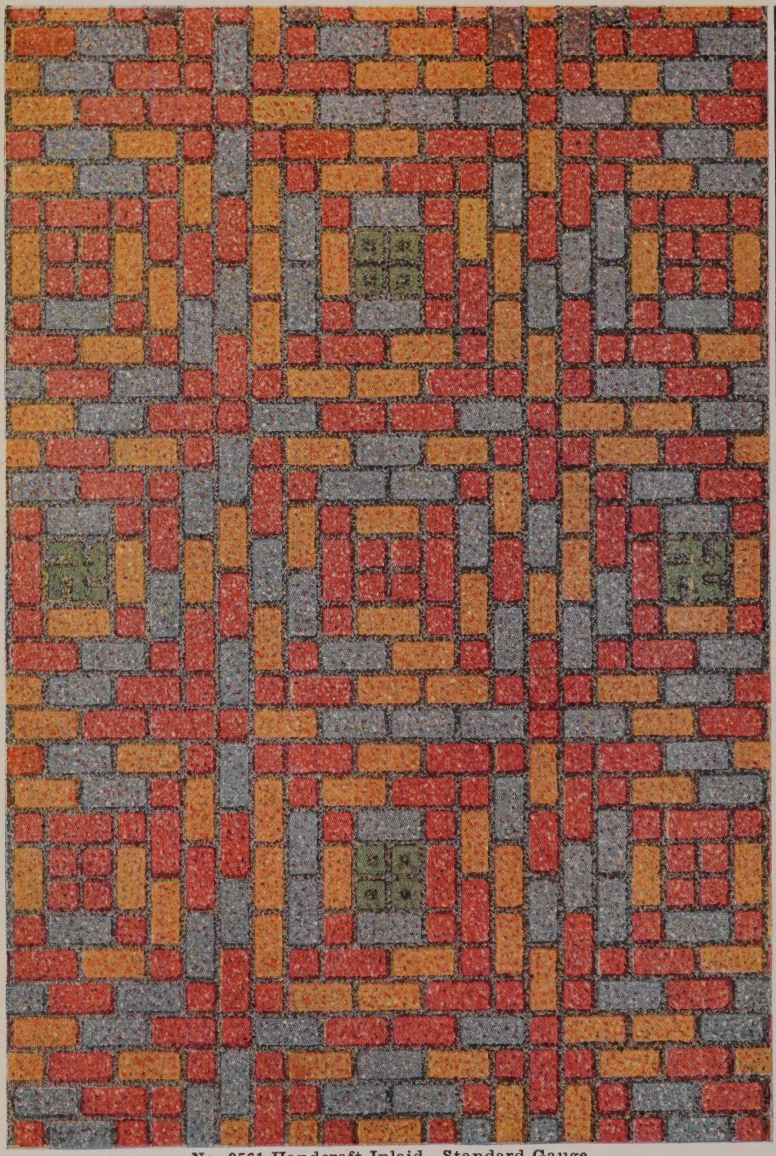
ARMSTRONG'S

No. 9550 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMSER

ARMSTRONG'S



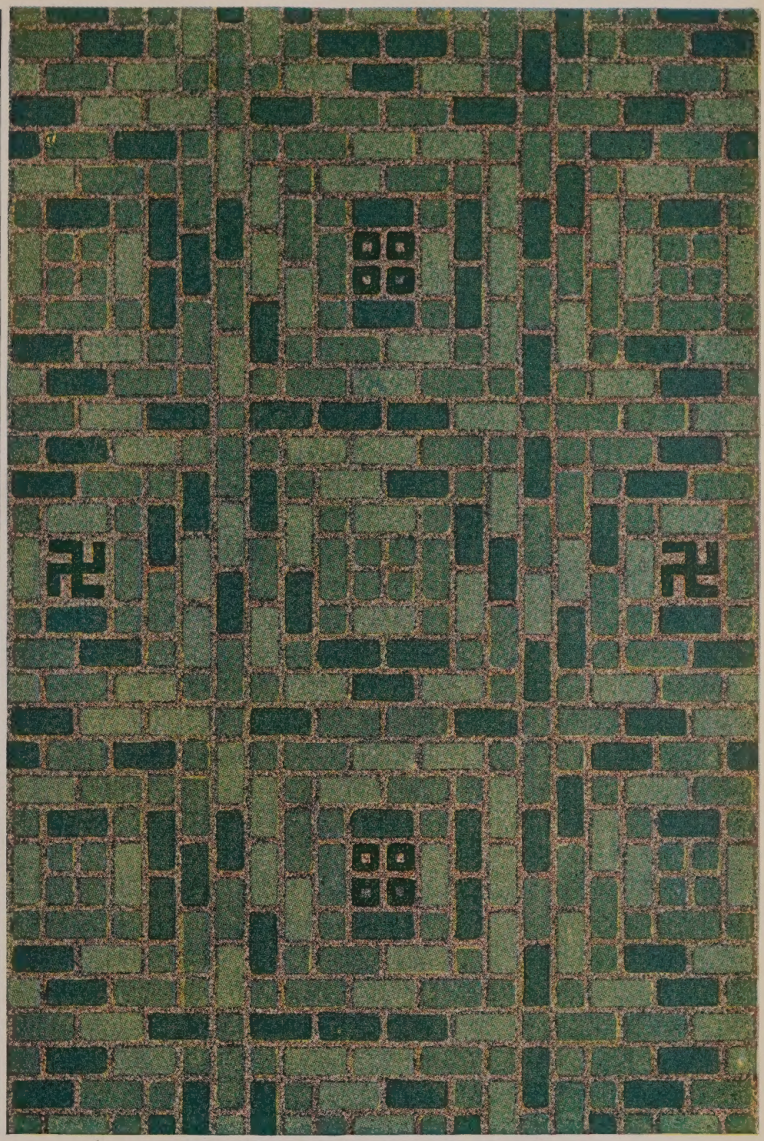
No. 9560 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMFUM



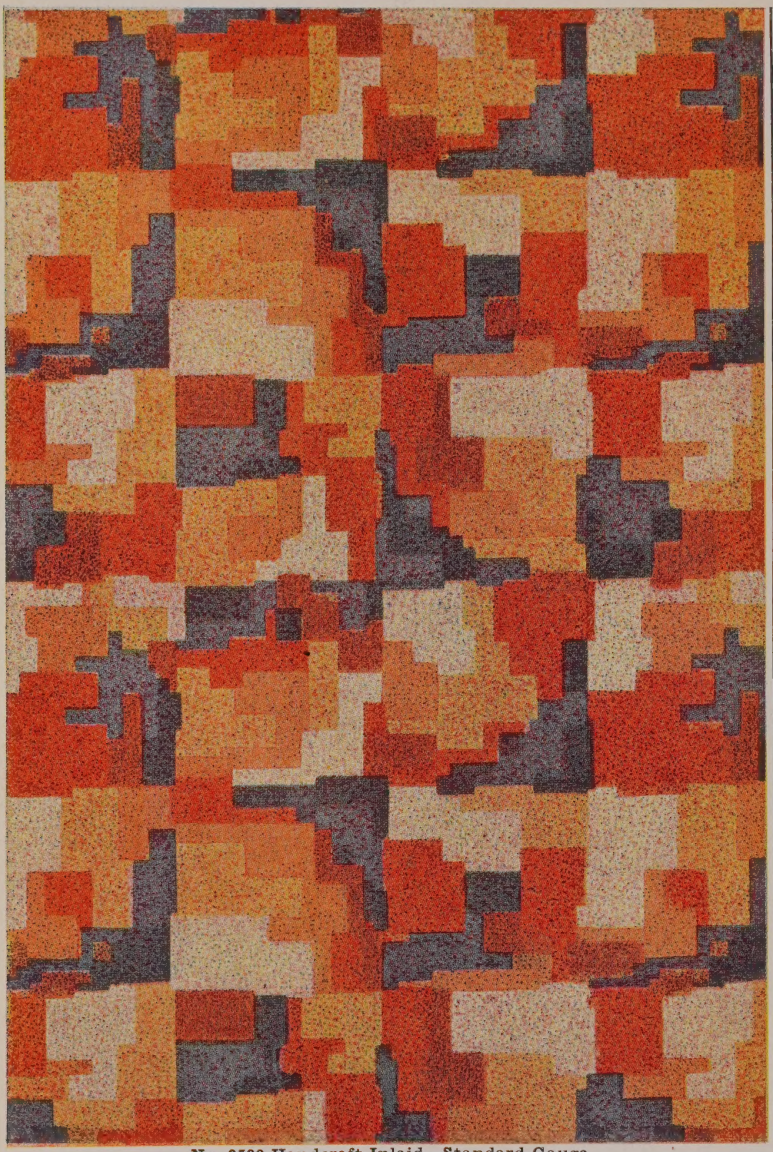
ARMSTRONG'S

No. 9561 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMFYL

ARMSTRONG'S



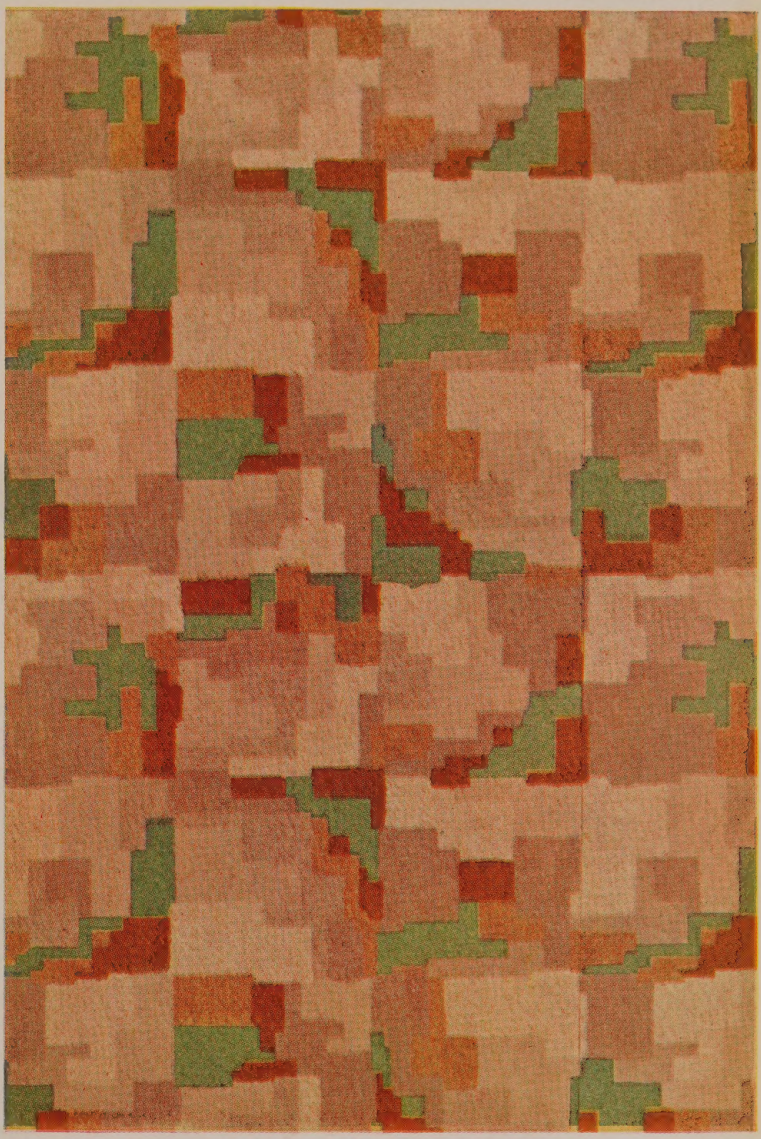
No. 2562 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMGAW



ARMSTRONG'S

No. 9590 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMFYF

ARMSTRONG'S

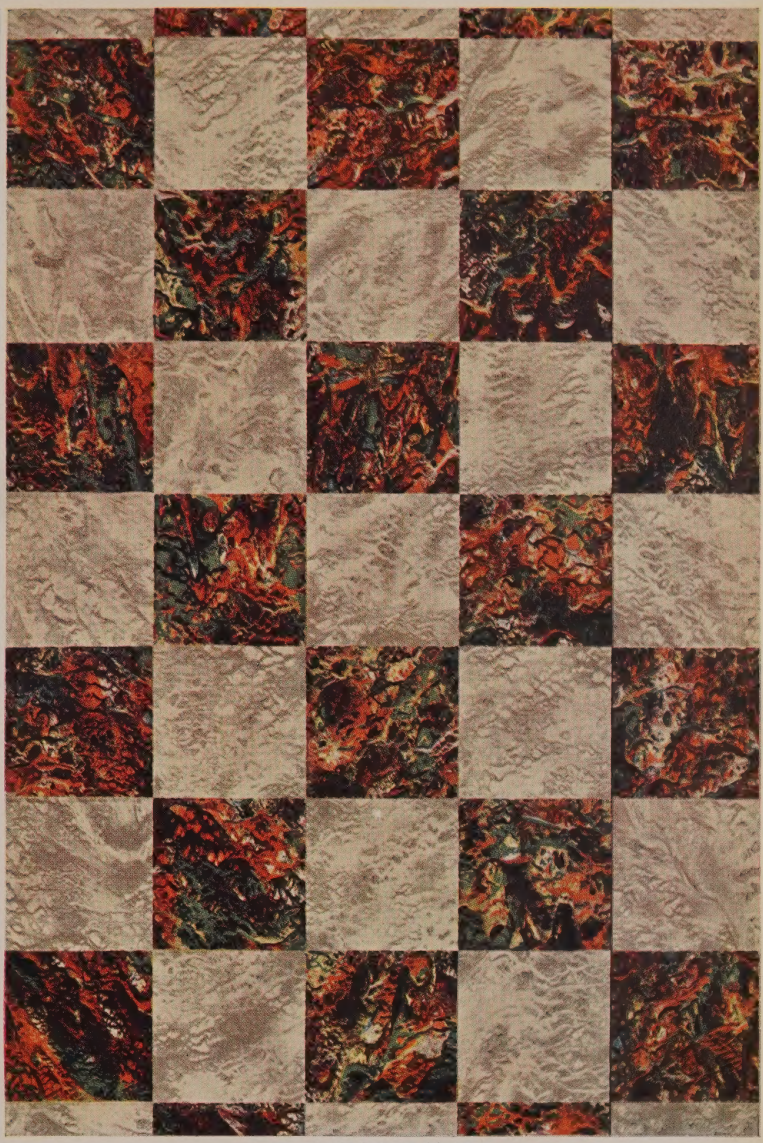


No. 9591 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMFRY

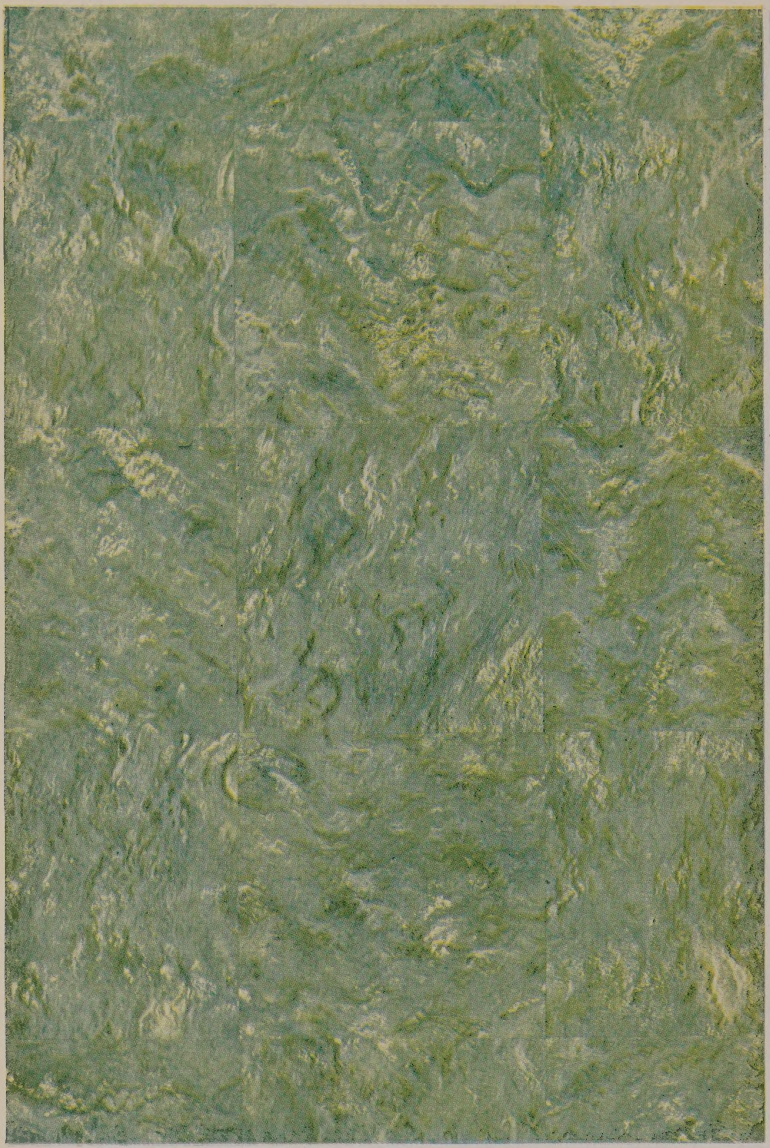
ARMSTRONG'S

No. 9600 Handcraft Inlaid—Standard Gauge
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—DMFWI

ARMSTRONG'S



No. 18010 Inlaid Linoflor
(Size of Blocks—4½" x 4½") 2 yards wide only
Code Word—LFOJWOZ



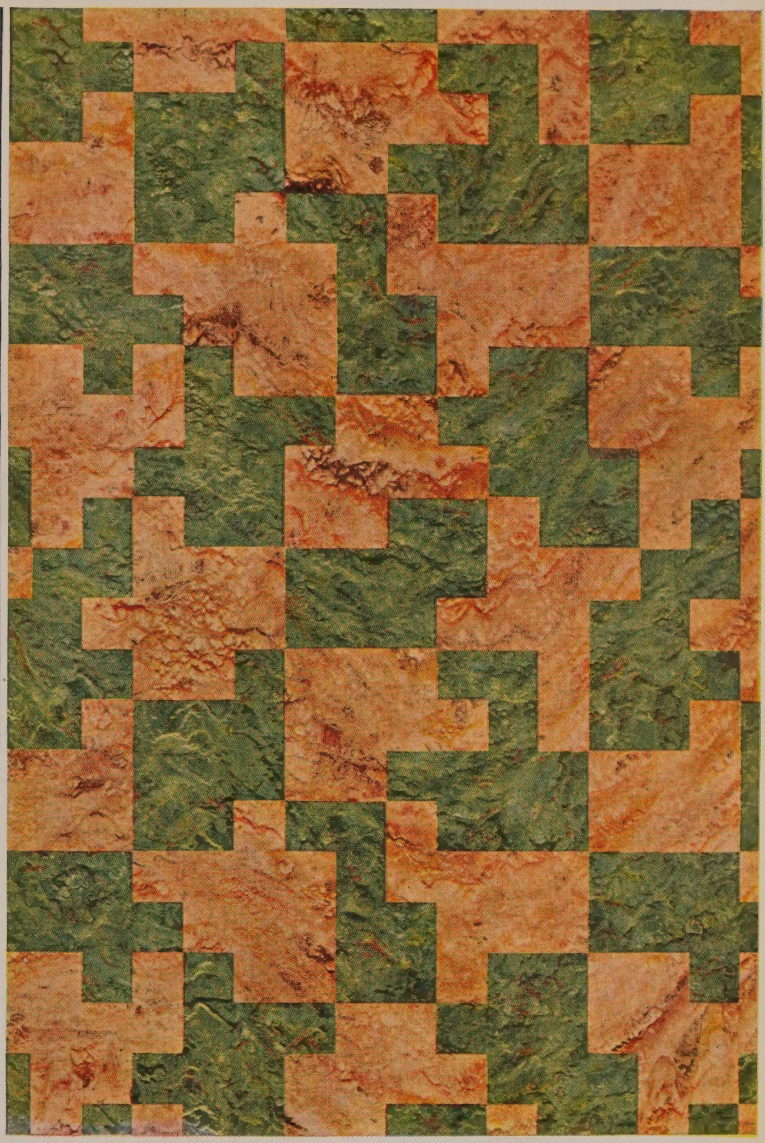
No. 18060 Inlaid Linoflor
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—LFOMBAB

ARMSTRONG'S

No. 18061 Inlaid Linoflor
(Size of Blocks—9″ x 9″) 2 yards wide only
Code Word—**LFOMBEL**

ARMSTRONG'S

No. 18070 Inlaid Linoflor
(Size of Blocks—about 6″ x 6″) 2 yards wide only
Code Word—LFOMBFI



No. 18080 Inlaid Linoflor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFEIR

No. 18081 Inlaid Linoflor
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—LFELG

PRINTED LINOLEUM BUSINESS IS STEADILY INCREASING

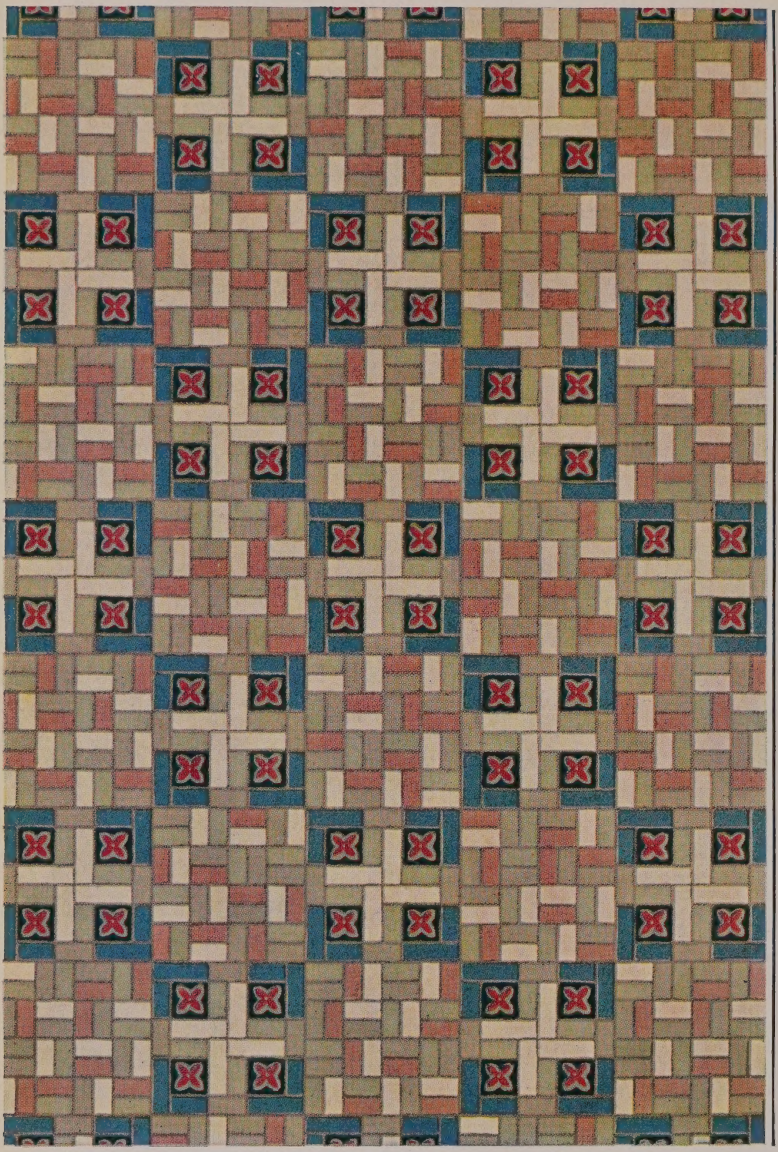
NOT so many years ago printed linoleum was the business backbone, the quick-turning volume-seller of every smooth surface floor covering department. There are now strong indications that it is making a successful come-back. This is evidently explained by the desire for better things that is being felt in all lines of merchandise. Customers who want the utmost beauty and durability in a printed floor covering will buy printed linoleum.

Linoleum is flexible and resilient and, hence, is relatively easy to handle without damage when it is being laid. As a great deal of printed linoleum is laid by the customers, this point carries much weight.

Furthermore, the resilience of linoleum lengthens the life and adds to the wearing qualities of the printed surface. Under the shocks of traffic the resilient linoleum body gives and then springs back, which greatly reduces wear on the printed surface.

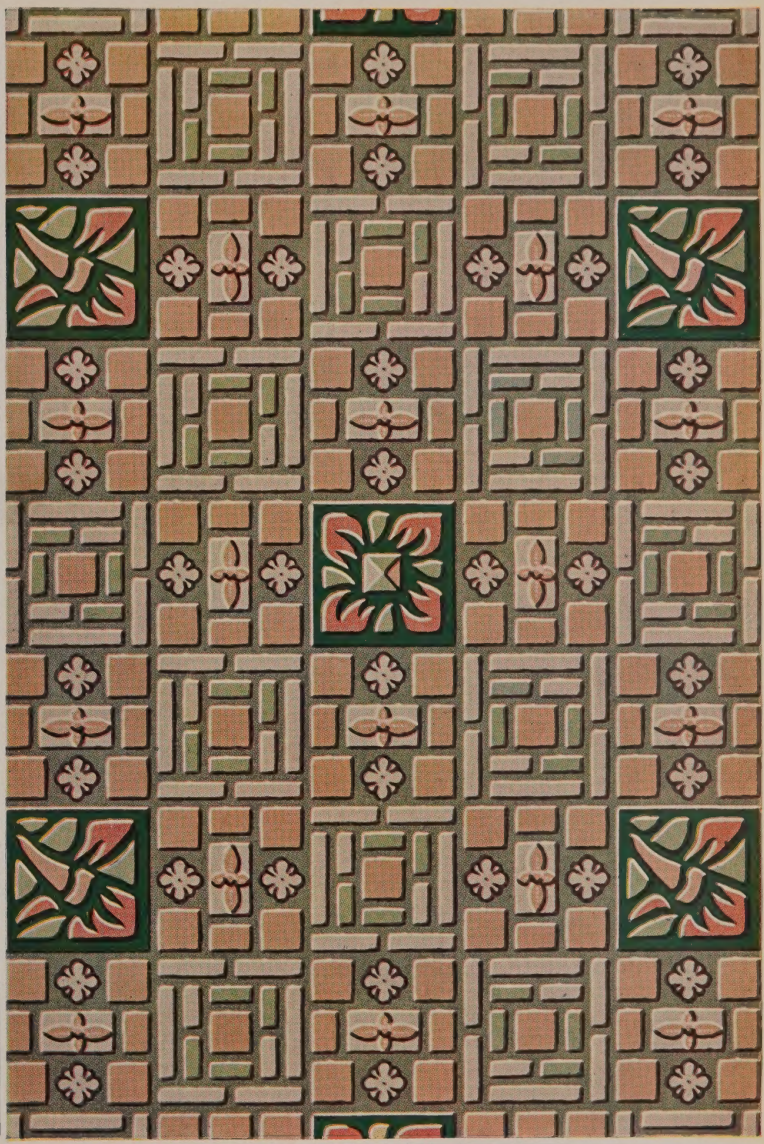
For over 25 years Armstrong's Printed Linoleum has enjoyed the reputation of being the standard by which quality is measured. In 1933 a new process was introduced which produces a smoother surface and creates an even stronger, longer-wearing bond between the printing and the plain linoleum base.

Fourteen patterns are offered in this line, twelve of which are available 2 yards and 4 yards wide. Seven of the patterns have decoresq "swirl" type marbling, an exclusive Armstrong feature.

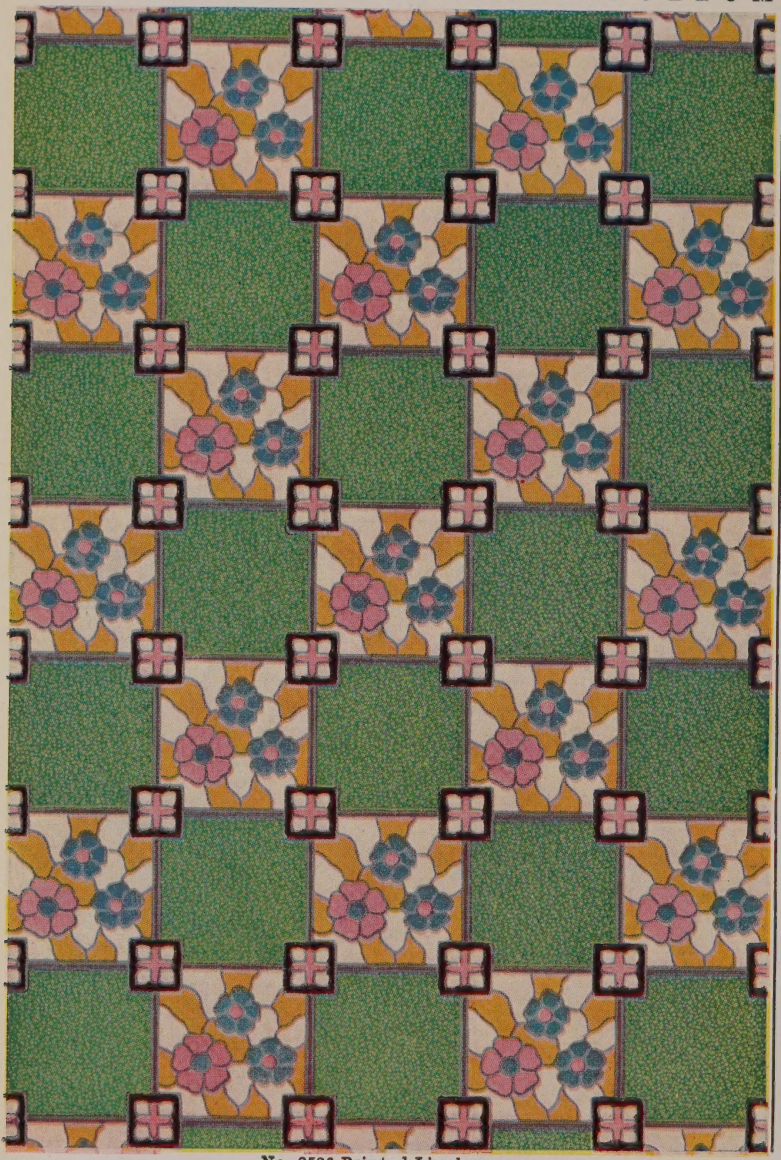


ARMSTRONG'S

No. 8217 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—EPEBMYD



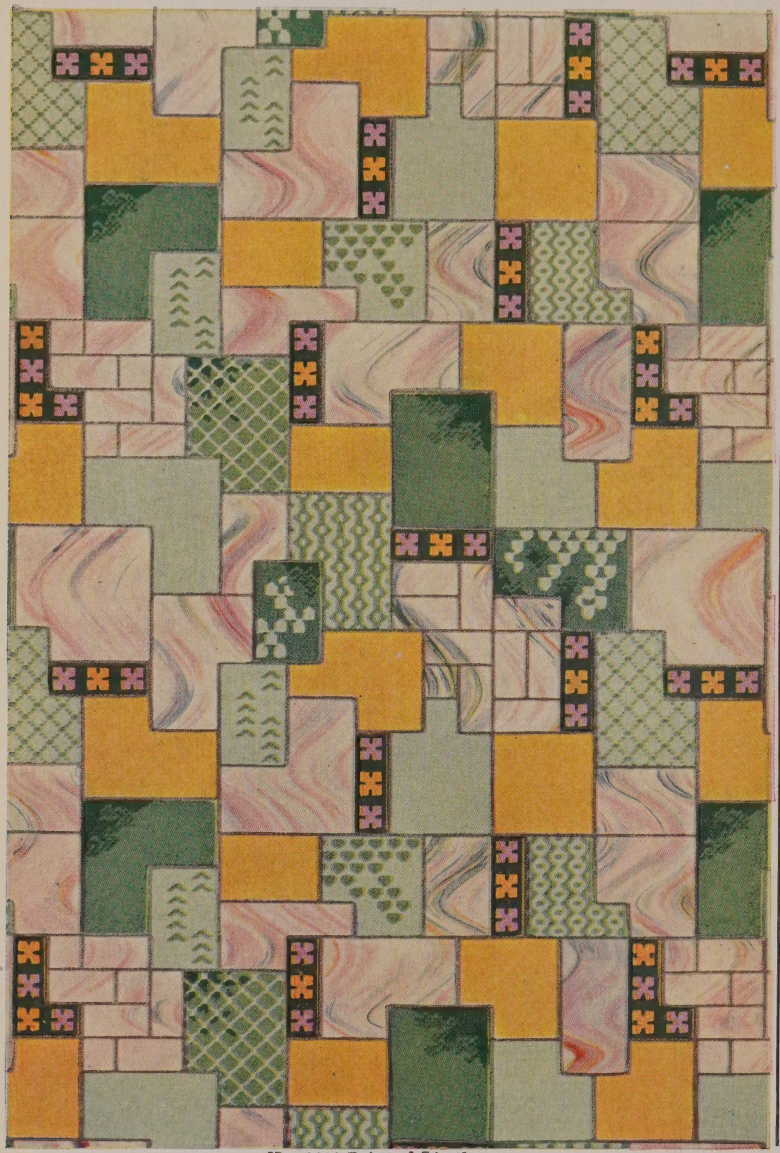
No. 8496 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPICLOF, 4 yards...EPICLYZ



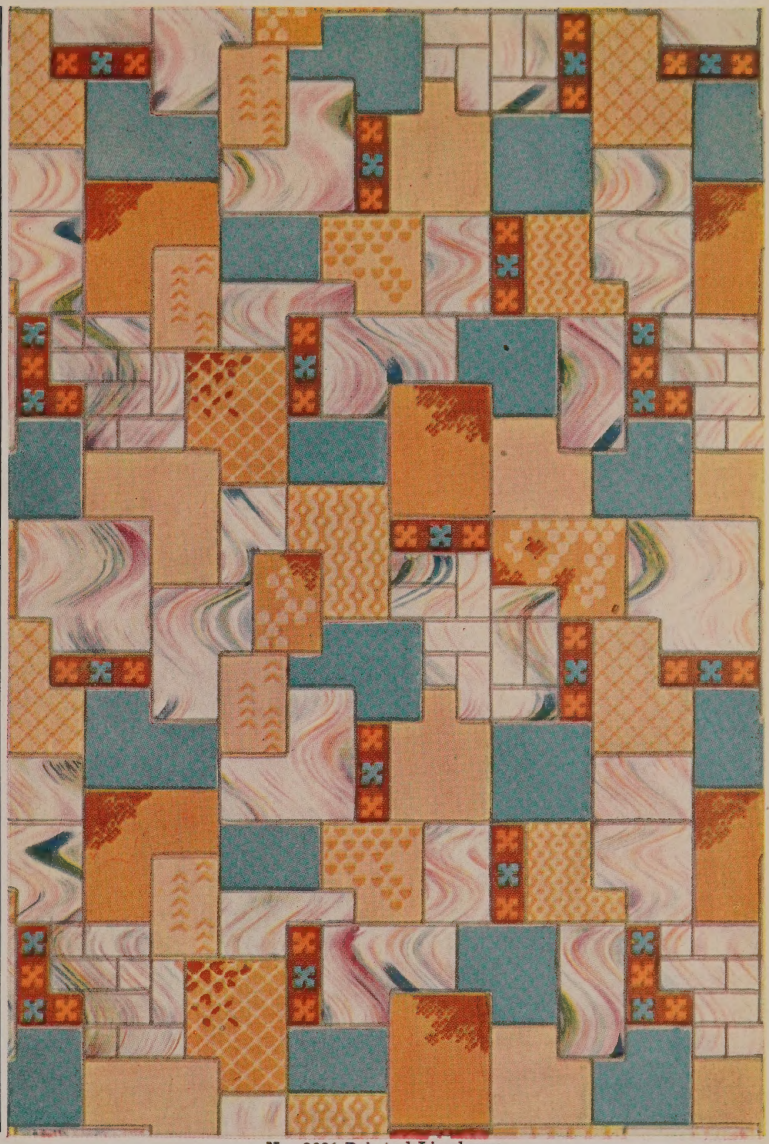
No. 8526 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPIPSYV, 4 yards...EPIPTAN

ARMSTRONG'S

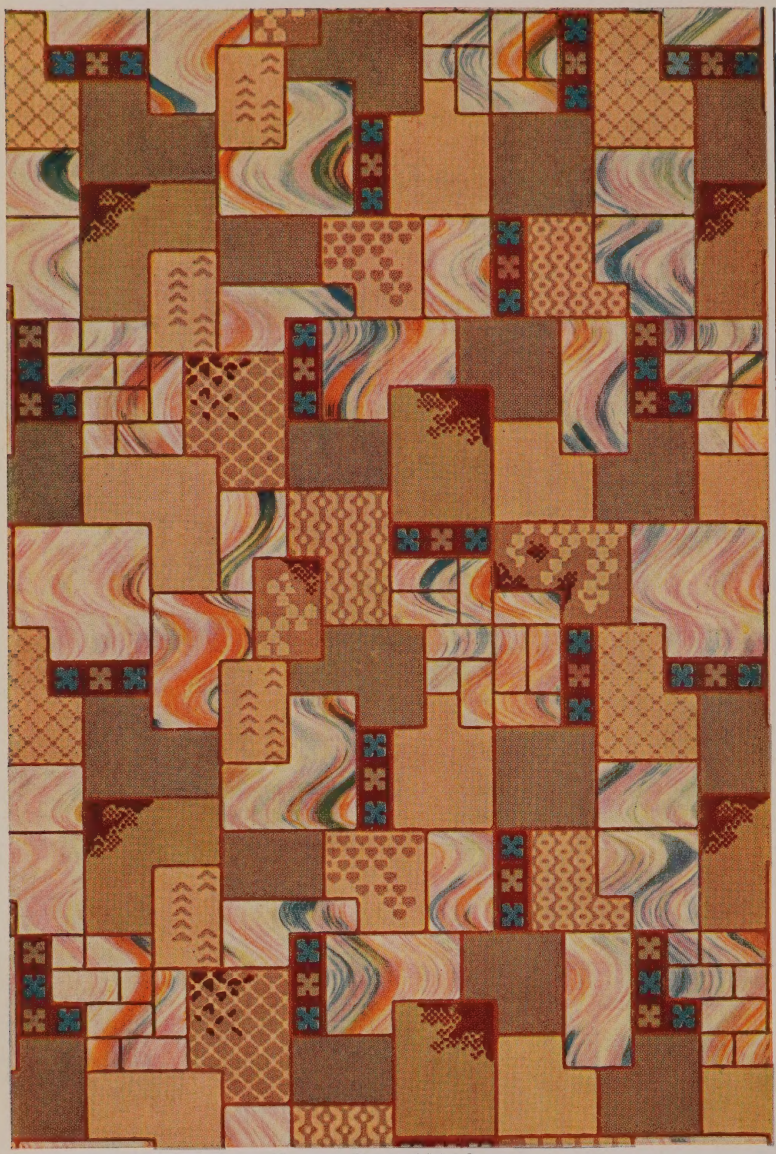
No. 8620 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPHAT, 4 yards...EPHEY



No. 8630 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPBYG, 4 yards...EPGUP



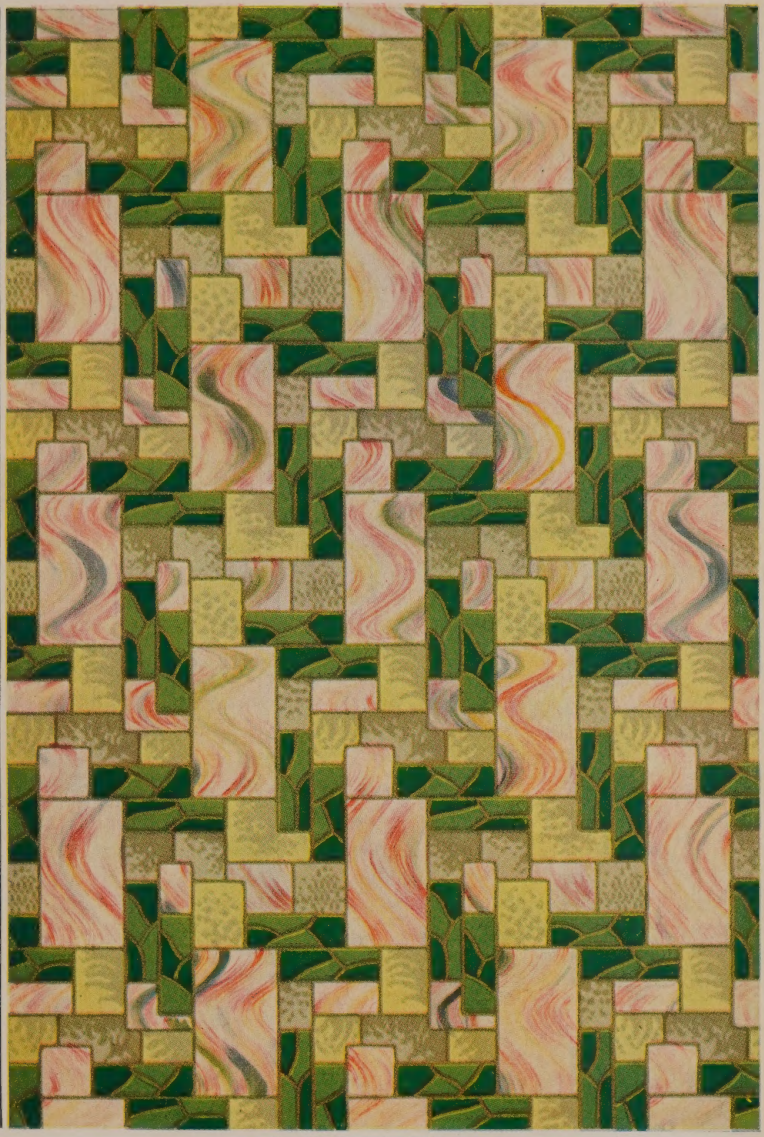
No. 8631 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPCAJ, 4 yards...EPGVY



ARMSTRONG'S

No. 8632 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPAED, 4 yards...EPAGU

ARMSTRONG'S

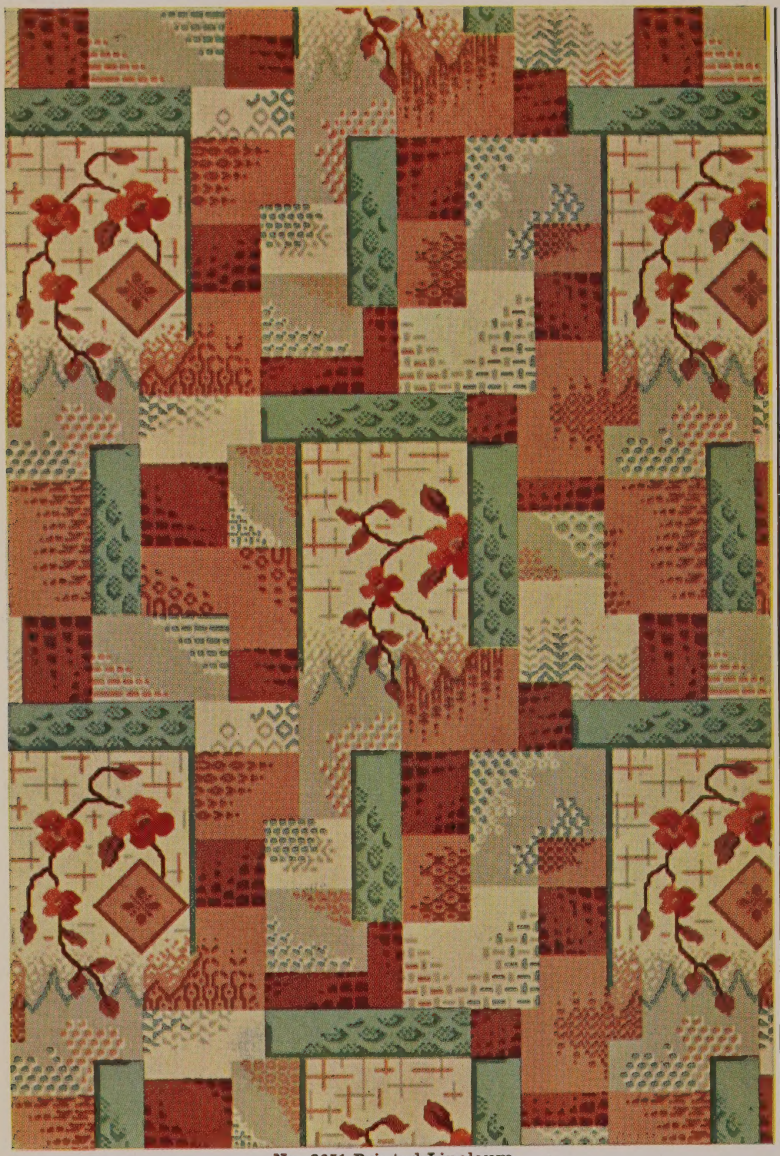


No. 8640 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPCDA, 4 yards...EPYFO

ARMSTRONG'S

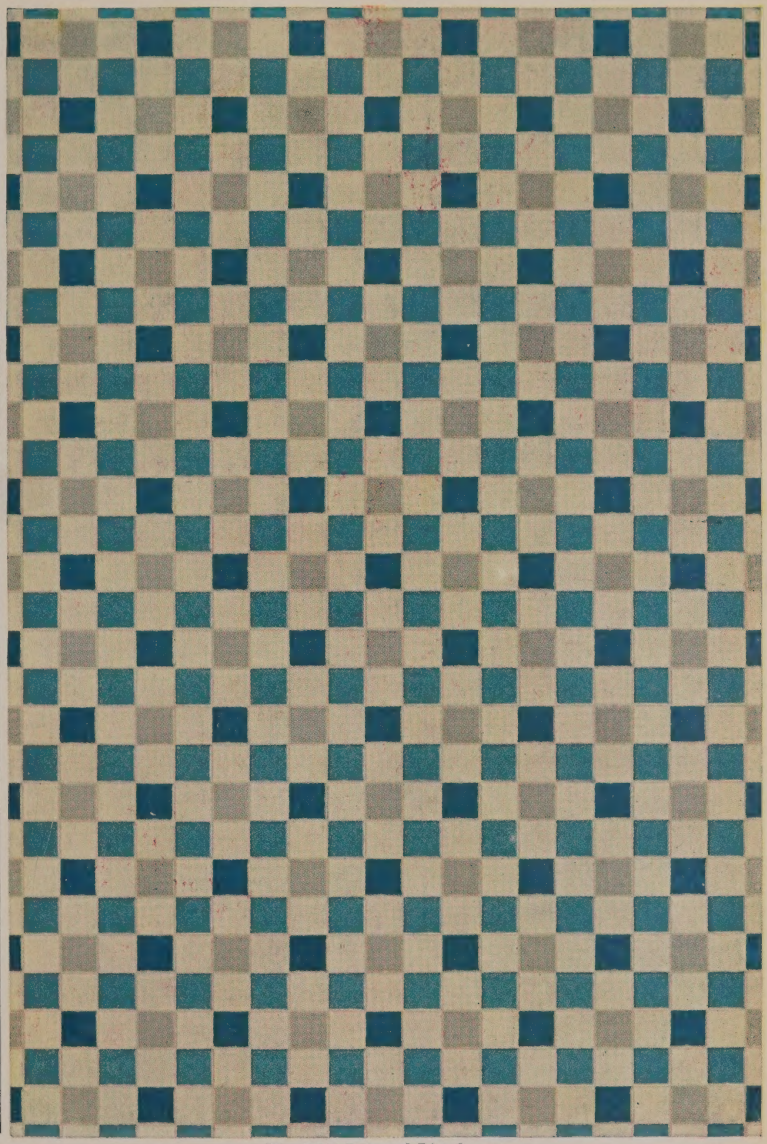
No. 8641 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPAHT, 4 yards...EPAIM

No. 8642 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPZVU, 4 yards...EPZWO



No. 8651 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPBOW, 4 yards...EPBUR

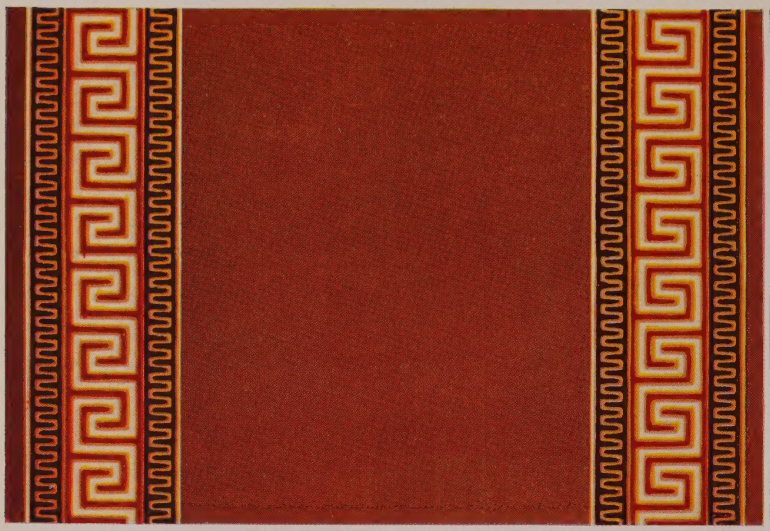
ARMSTRONG'S



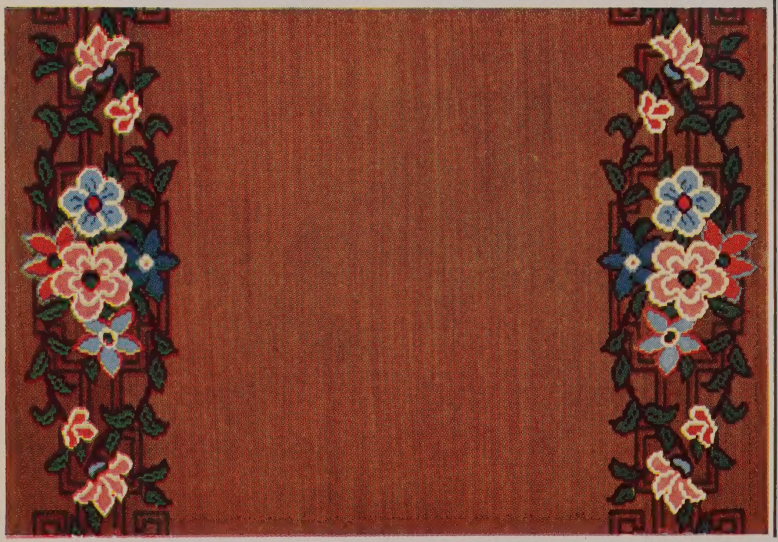
No. 8660 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—**EPVYB**

No. 8670 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPXUF, 4 yards...EPYAV

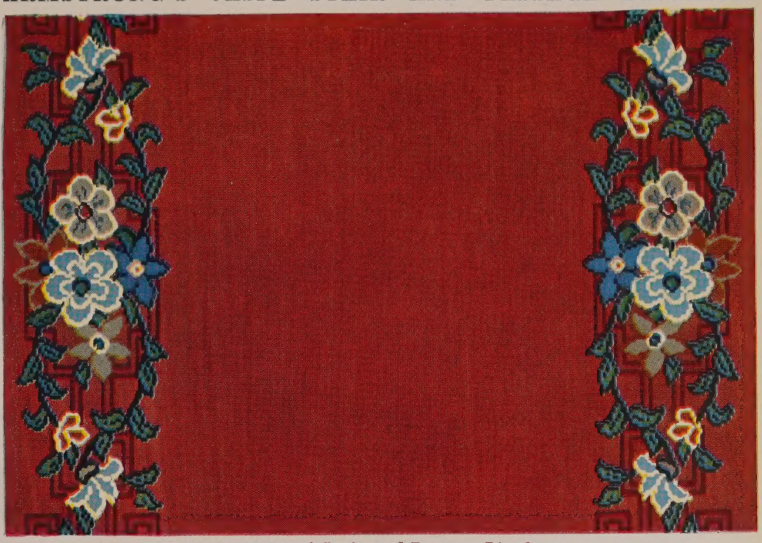
No. 8671 Printed Linoleum
(Plate shows approx. 1/5 scale) 2 and 4 yards wide
Code Words: 2 yards...EPZYK, 4 yards...EPAAT



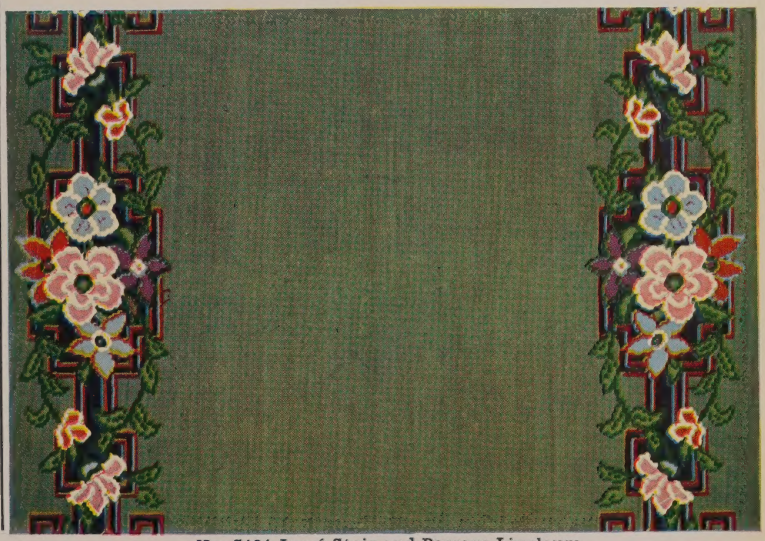
No. 100 Stair and Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—**SHOP**



No. S132 Jaspé Stair and Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—**SCECAPH**



No. S133 Jaspé Stair and Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCIBJAN



No. S134 Jaspé Stair and Passage Linoleum
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCIXHOT

ARMSTRONG'S QUAKER RUG LINE HAS WON CONSUMER ACCEPTANCE

WHEN Armstrong's Quaker Rugs were introduced seven years ago they were just another brand of felt-base rugs. Knowing and believing in the Armstrong name, the trade and public accepted them but they had yet to win their spurs.

Today, Armstrong's Quaker Rugs have definitely arrived and are selling in real volume. The Armstrong Quaker Girl, whose picture appears on every rug, is an advertising character known to millions. This ready acceptance of the brand plus the obvious beauty and high quality of Armstrong's Quaker Rugs is leading more and more merchants to put their best efforts behind this line.

Two dozen patterns are presented for 1935. In line with Armstrong's policy of keeping patterns in step with current style trends, five of these were added at intervals during the first six months of 1934 and five others are brand-new this season.

Only in Armstrong's Quaker Rugs is the beautiful decoresq or "swirl" type of marbling offered. This tremendously popular exclusive Armstrong feature is unquestionably one of the biggest developments ever made in felt-base rug designing.

Moreover, only Armstrong can supply felt-base rugs in sizes larger than 9′ x 15′. Ten patterns are available in 11¼′ x 12′ and 11¼′ x 15′. These sizes are especially good sellers in smaller cities and rural areas.

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4500 Armstrong's Quaker Rug**

6′x9′...**QRJOM** 7½′x 9′...**QRJUD** 9′x12′...**QRKAH**
9′ x10½′...**QRJYP**

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4501 Armstrong's Quaker Rug**

6′x9′...**QRWEY** 7½′x 9′...**QRWHE** 9′x12′...**QRWON**
9′ x10½′...**QRWIJ**

ARMSTRONG'S

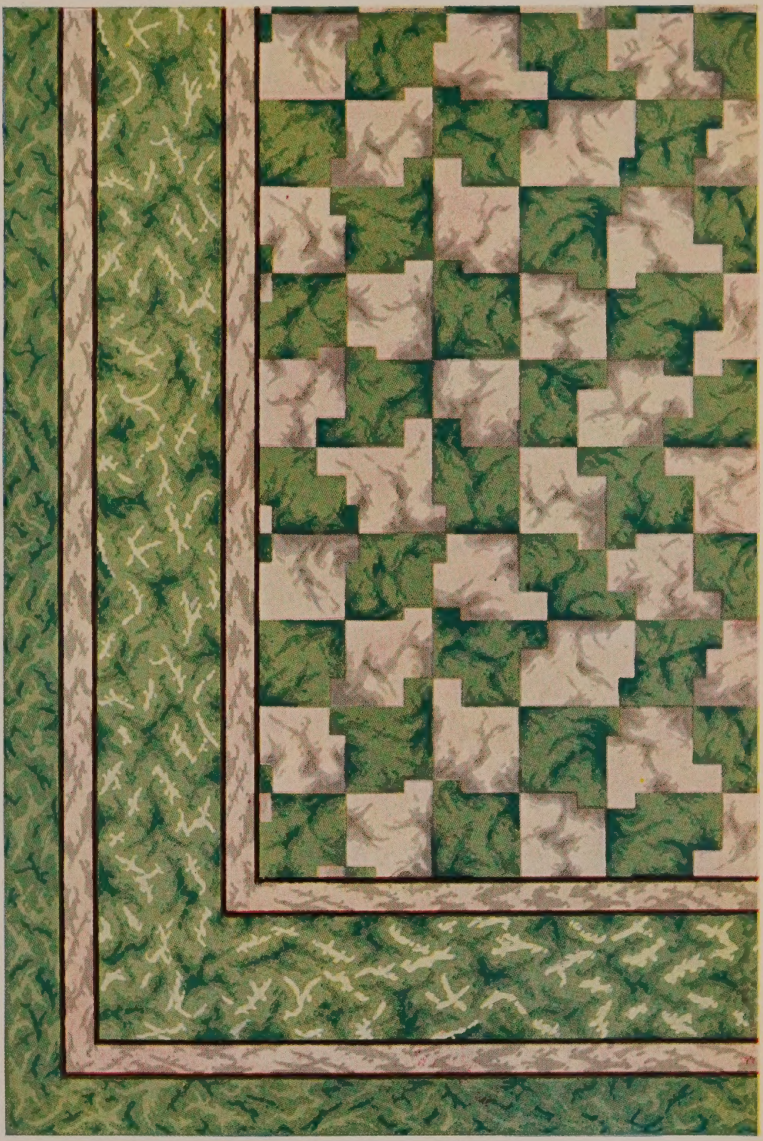
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4510 Armstrong's Quaker Rug**

6′ x9′...QRWUH	9′x10½′...QRXAM	11¼′x12′...QRAON
7½′x9′...QRWYS	9′x12′ ...QRXBU	11¼′x15′...QRARU

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4520 Armstrong's Quaker Rug**

18″x36″ ...QRDIZ	7½′x 9′ ...QRCLA	9′ x12′...QRCRO
3′x 4½′...QRDOW	9′ x 9′ ...QREBU	9′ x15′...QRECY
3′x 6′ ...QRDUR	9′ x10½′...QRCOS	11¼′x12′...QREEK
6′x 9′ ...QRCEH		11¼′x15′...QREFE

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4530 Armstrong's Quaker Rug**

18″ x36″	..QRDAD	4½′x6′	..QRALO	7½′x 9′	..QRAXA	9′ x12′	..QRBAH
3′ x 4½′	..QRDEP	6′ x6′	..QRANI	9′ x 9′	..QRGKA	9′ x15′	..QRGOW
3′ x 6′	..QRAIJ	6′ x9′	..QRAUH	9′ x10½′	..QRAYS	11¼′x12′	..QRDYG
4½′x 4½′	..QRXAG					11¼′x15′	..QREAM

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4540 Armstrong's Quaker Rug**

6′x9′...**QRBOT** 7½′x 9′ ...**QRBRA** 9′x12′...**QRCAY**
9′ x10½′...**QRBUY**

ARMSTRONG'S

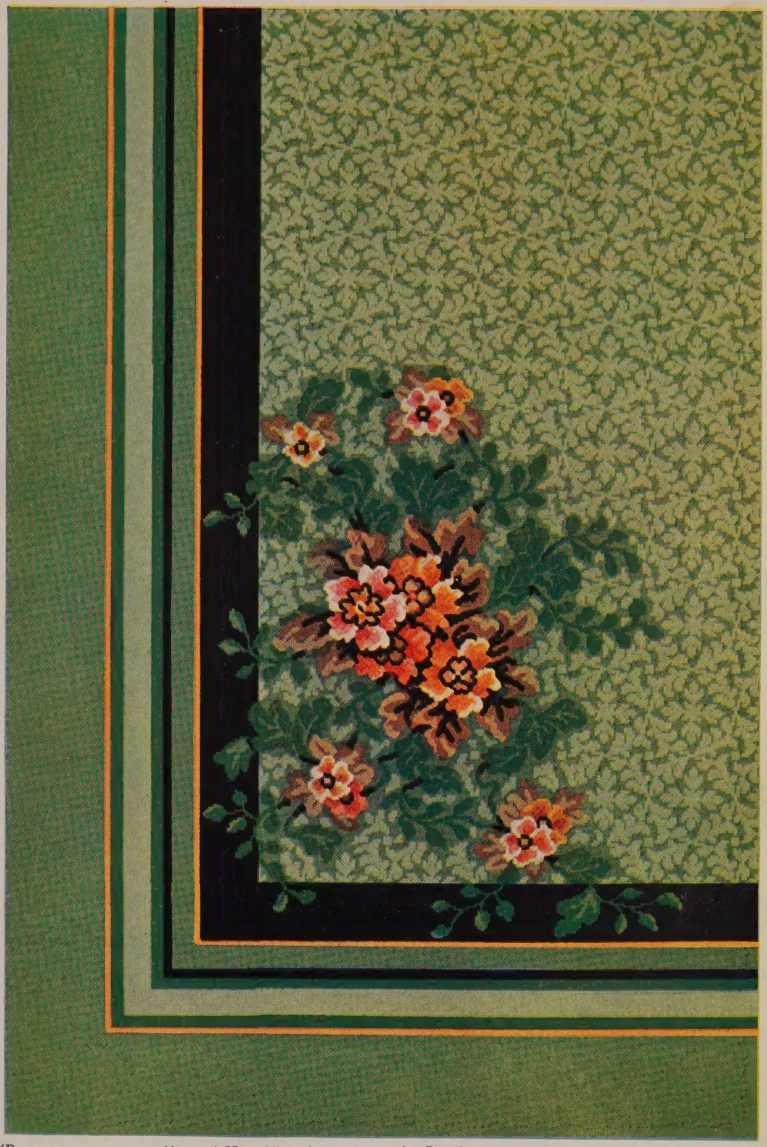
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4810 Armstrong's Quaker Rug**

6′ x9′...QROLZAC	9′x10½′...QROLZEX	9′ x15′...QRGVO
7½′x9′...QROLZBA	9′x12′ ...QROLZFU	11¼′x12′...QRULS
9′ x9′...QRBES		11¼′x15′...QRUNA

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4820 Armstrong's Quaker Rug**

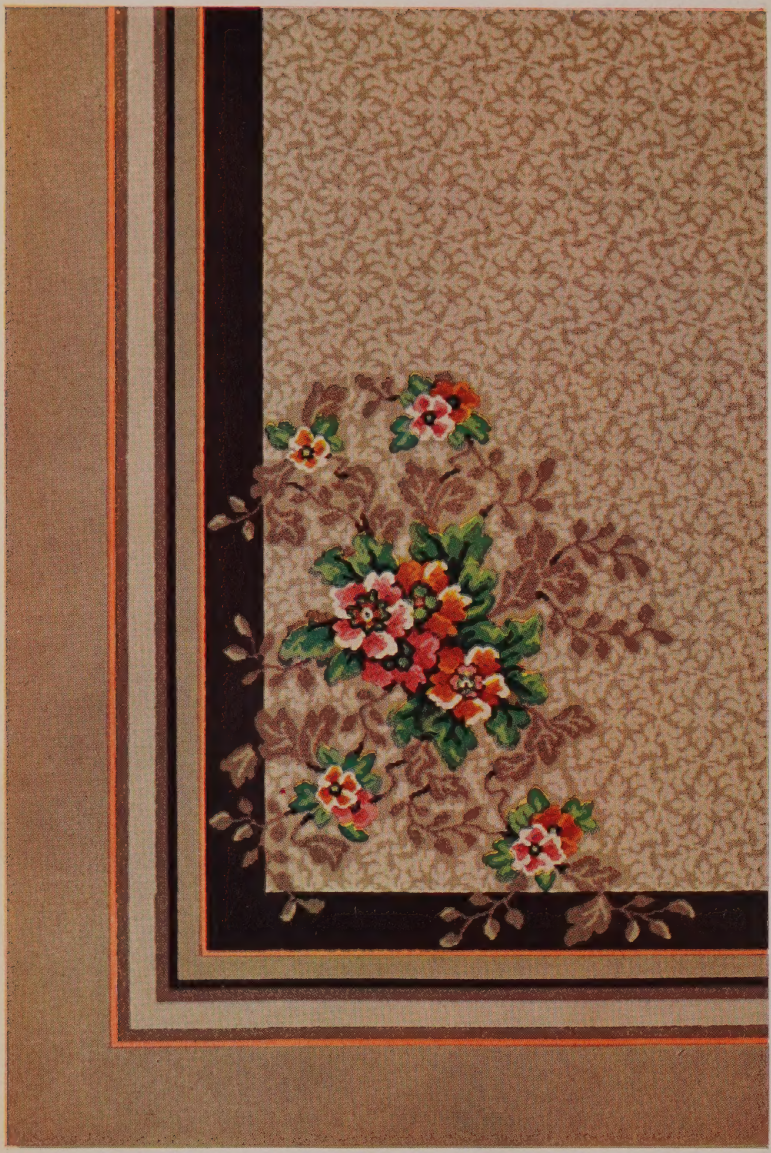
18″x36″ ...QREVU	7½′x 9′ ...QRILU	9′ x12′...QRIOT
3′x 4½′...QREWO	9′ x 9′ ...QRGWE	9′ x15′...QRGYB
3′x 6′ ...QREYK	9′ x10½′...QRINE	11¼′x12′...QRIRA
6′x 9′ ...QRIES		11¼′x15′...QRIXO

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4830 Armstrong's Quaker Rug**

18″x36″ ... QREZY	3′ x6′ ... QRFEY	9′x10½′ ... QRVEH
3′x 4½′ ... QRFAT	6′ x9′ ... QRUUK	9′x12′ ... QRVIW
	7½′x9′ ... QRVAY	



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4831 Armstrong's Quaker Rug**

18″x36″ ...QRUOB	7½′x 9′ ...QRVUT	9′ x12′...QRWEC
3′x 4½′...QRURP	9′ x 9′ ...QRCUT	9′ x15′...QRGZY
3′x 6′ ...QRUSE	9′ x10½′...QRWAF	11¼′x12′...QRVLA
6′x 9′ ...QRVRO		11¼′x15′...QRVOS

ARMSTRONG'S

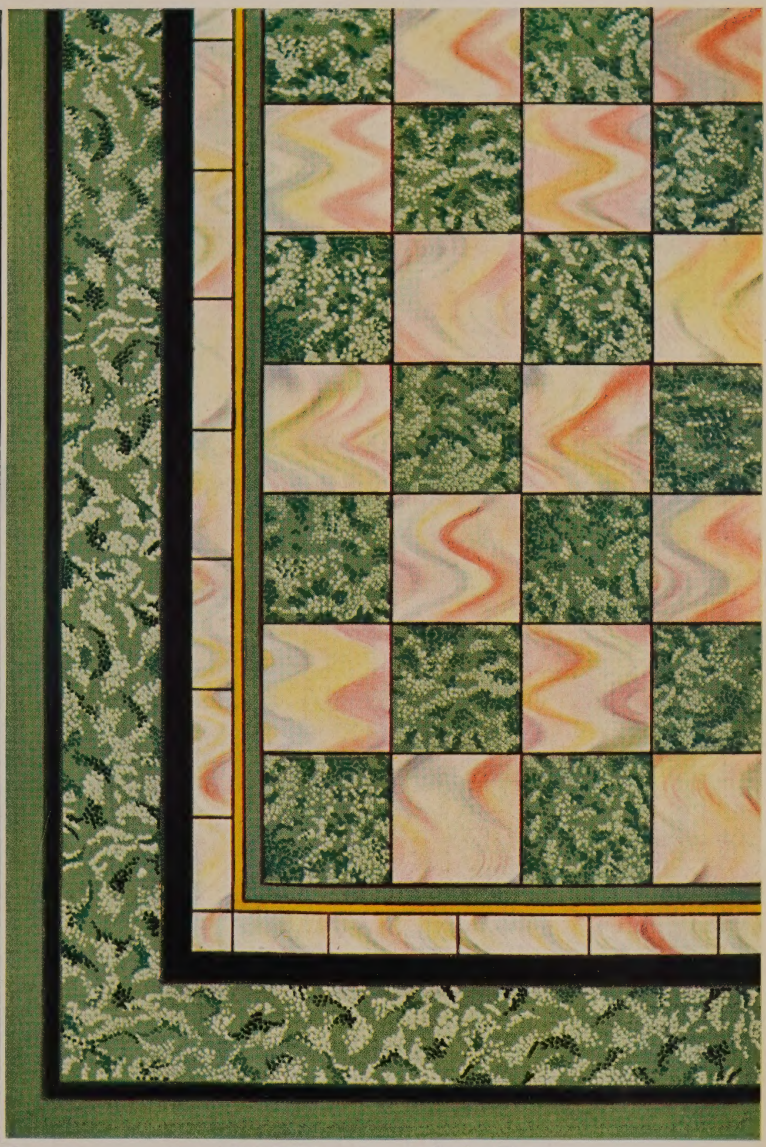
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4832 Armstrong's Quaker Rug**

6′x9′ . . . **QRYOV** 7½′x 9′ . . . **QRYPY** 9′x12′ . . . **QRYST**
9′ x10½′ . . . **QRYRG**

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4833 Armstrong's Quaker Rug**

6′x9′...**QREAD** 7½′x 9′ ...**QREBE** 9′x12′...**QREEP**
9′ x10½′...**QREDI**

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4850 Armstrong's Quaker Rug**

18″x36″ ...QRKES	7½′x 9′ ...QRBIV	9′ x12′...QRBOL
3′x 4½′...QRKLU	9′ x 9′ ...QREGH	9′ x15′...QRHUY
3′x 6′ ...QRKNE	9′ x10½′...QRBKI	11¼′x12′...QRBPA
6′x 9′ ...QRBER		11¼′x15′...QRBUG

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4851 Armstrong's Quaker Rug**

18″x36″ ...QRKOT	7½′x 9′ ...QRBXU	9′ x12′...QRCAD
3′x 4½′...QRKRA	9′ x 9′ ...QREHN	9′ x15′...QRIEK
3′x 6′ ...QRKXO	9′ x10½′...QRBYC	11¼′x12′...QRIRM
6′x 9′ ...QRBVY		11¼′x15′...QRISH

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4852 Armstrong's Quaker Rug**

6′x9′...**QREIZ** 7½′x 9′ ...**QREKT** 9′x12′...**QREMB**
9′ x10½′...**QRELM**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4870 Armstrong's Quaker Rug**

6'x9'...QRZUR 7½'x 9' ...QRZYG 9'x12'...QRABI
9' x10½'...QRAAW

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4880 Armstrong's Quaker Rug**

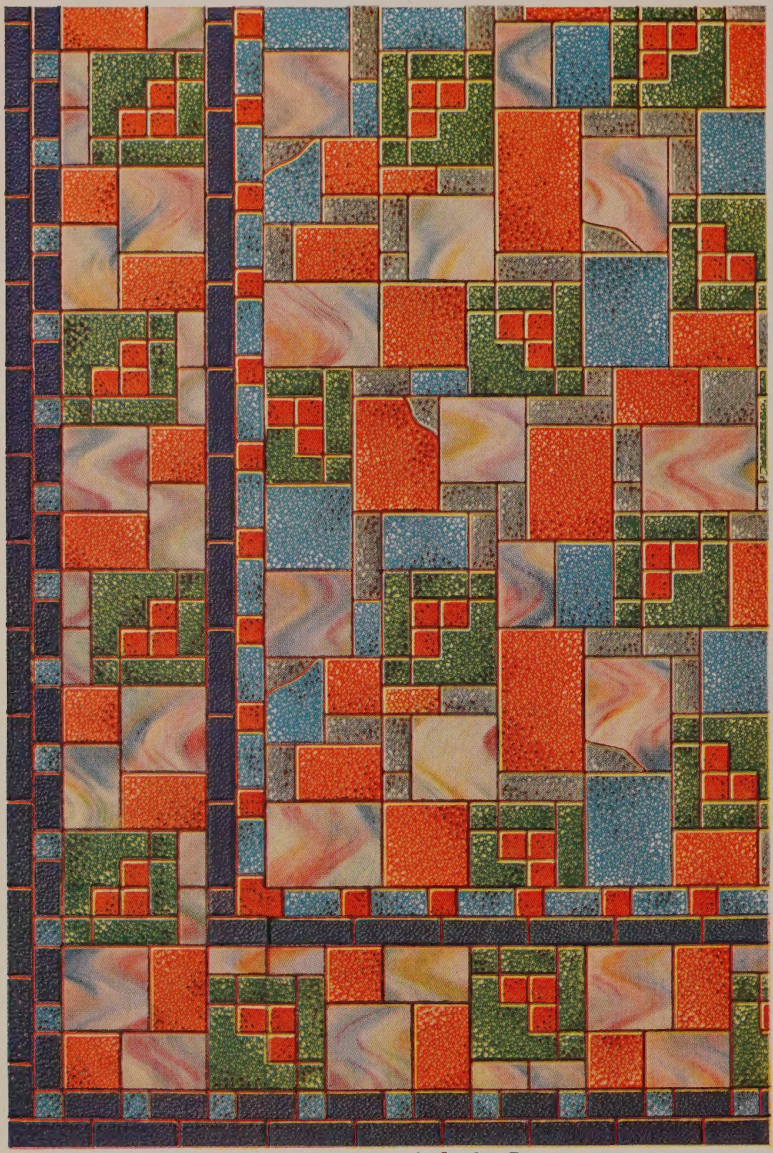
6′x9′...**QRARP** 7½′x 9′ ...**QRASE** 9′x12′...**QRAWL**
9′ x10½′...**QRAUK**

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4881 Armstrong's Quaker Rug**

6′x9′...**QRMIT** 7½′x 9′...**QRMRI** 9′x12′...**QRMXY**
9′ x10½′...**QRMUS**

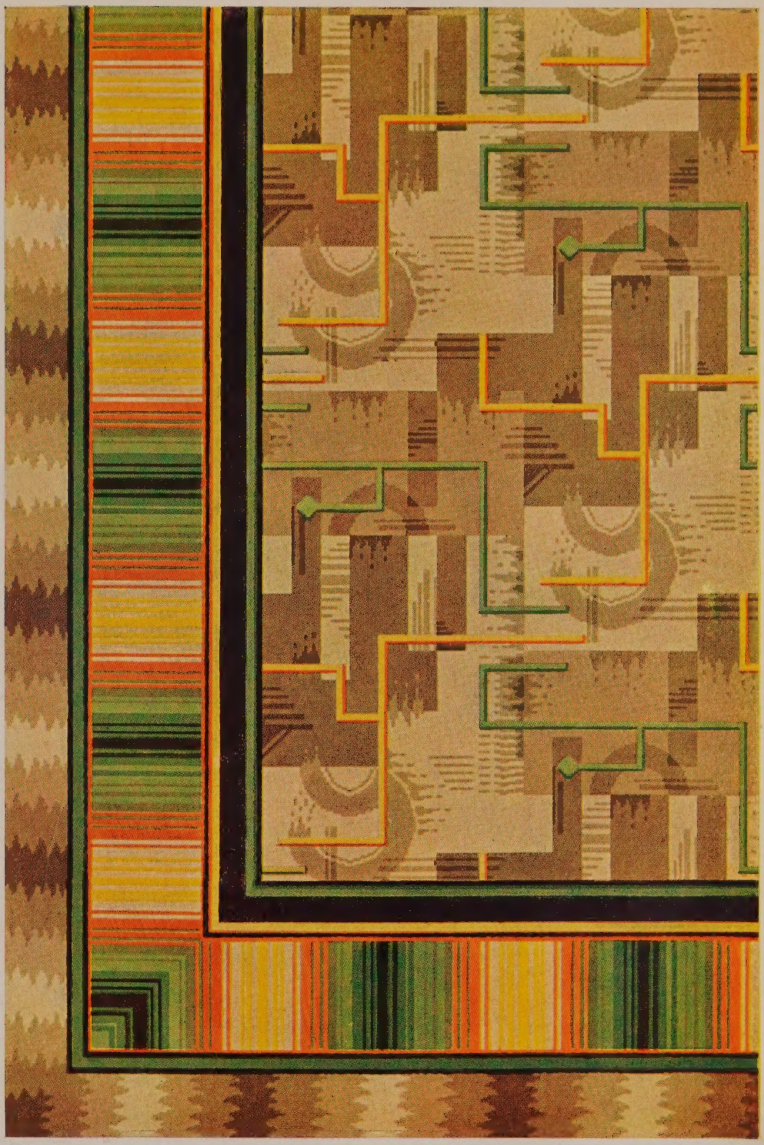
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4890 Armstrong's Quaker Rug**

18″x36″ ...QROYX	7½′x 9′ ...QRAEX	9′ x12′...QRAHU
3′x 4½′...QROZE	9′ x 9′ ...QRIFY	9′ x15′...QRREM
3′x 6′ ...QRRAC	9′ x10½′...QRAFO	11¼′x12′...QRRIH
6′x 9′ ...QRADD		11¼′x15′...QRROP



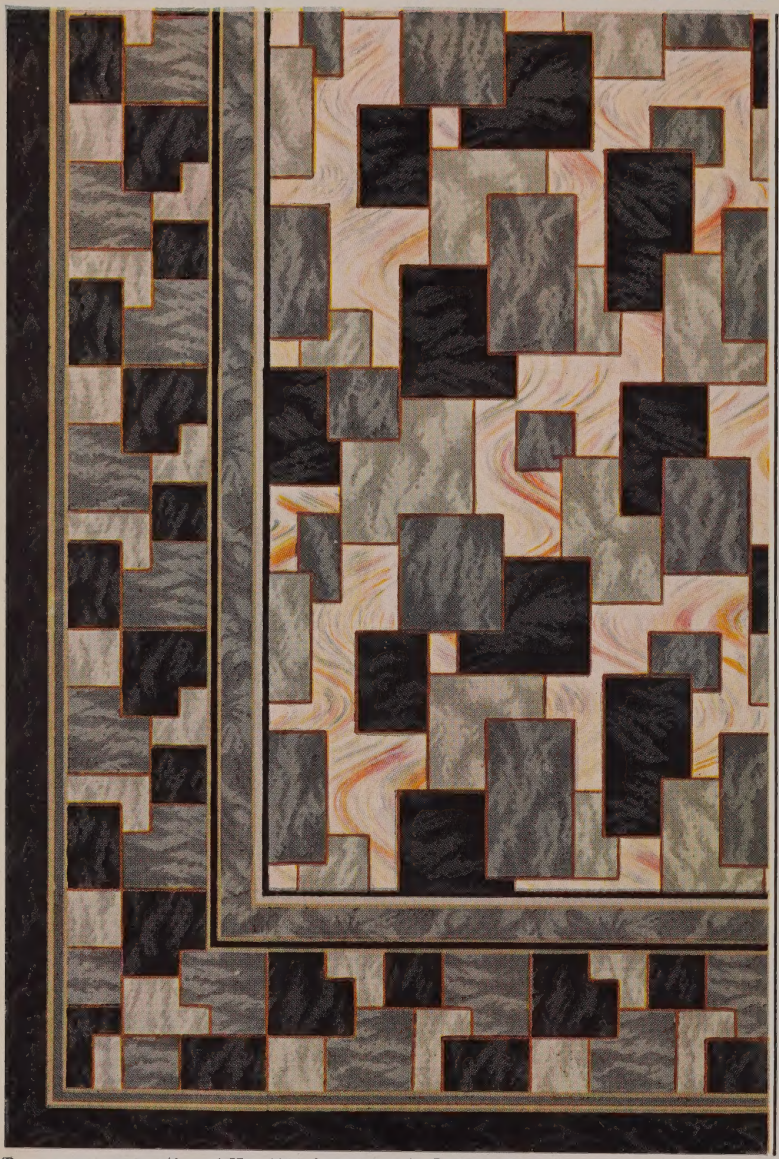
(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4910 Armstrong's Quaker Rug**

6'x9'...**QRNIY** 7½'x 9'...**QROAS** 9'x12'...**QRORE**
9' x10½'...**QROOY**



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4920 Armstrong's Quaker Rug**

6′x9′...QRXCY | 7½′x 9′ ...QRXEK | 9′x12′...QRXGI
9′ x10½′...QRXFE

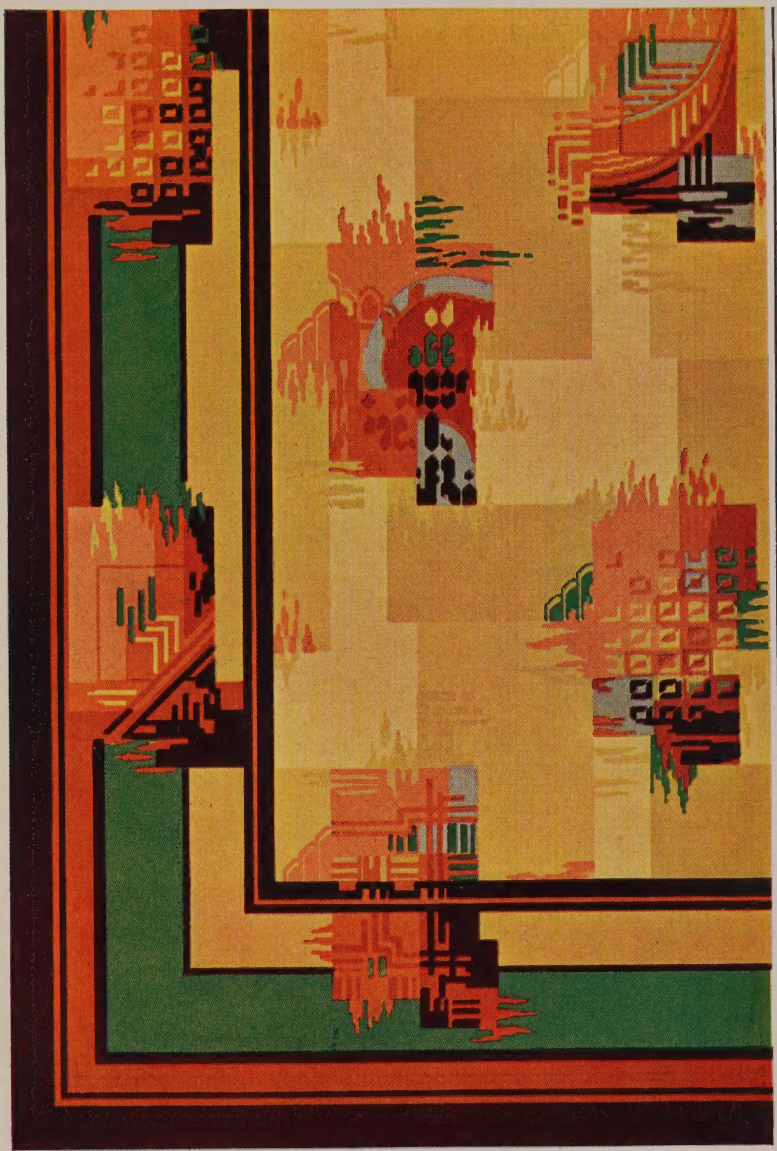


(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4930 Armstrong's Quaker Rug**

6′ x9′...**QRENC**	9′x10½′...**QREPF**	9′ x15′...**QRINU**
7½′x9′...**QREOW**	9′x12′ ...**QRERL**	11¼′x12′...**QREGI**
9′ x9′...**QRIMA**		11¼′x15′...**QREIN**

(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4940 Armstrong's Quaker Rug**

6′x9′...QRESO | 7½′x 9′ ...QRETS | 9′ x10½′...QREUR | 9′x12′...QREVA



(PLATE SHOWS APPROX. 1/6 SCALE) **No. 4950 Armstrong's Quaker Rug**

6′x9′...QREYG 7½′x 9′ ...QREZU 9′x12′...QRFYT
9′ x10½′...QRFRY

QUAKER FLOOR COVERING MEETS NEED FOR BEAUTY AT LOW PRICE

THE twenty-four patterns offered in Armstrong's Quaker Floor Covering are eloquent proof that price isn't necessarily the measure of beauty. Here, for a small investment, the thrifty customer can satisfy her desire for a genuinely attractive floor.

Besides being bargains in beauty, Armstrong's Quaker Floor Coverings are real "buys" in quality. By directly controlling every step in the manufacture of the felt and by long experience in making fine printed floor coverings, Armstrong is able to produce felt-base that will give more than the "money's worth" of service.

Tile patterns, which are outselling other types of designs everywhere, are strongly represented in this line. Such features as Armstrong's exclusive decoresq or swirl-type marbling, the textured effects, and the irregular cobblestone designs, are combined in a variety of beautiful tile designs.

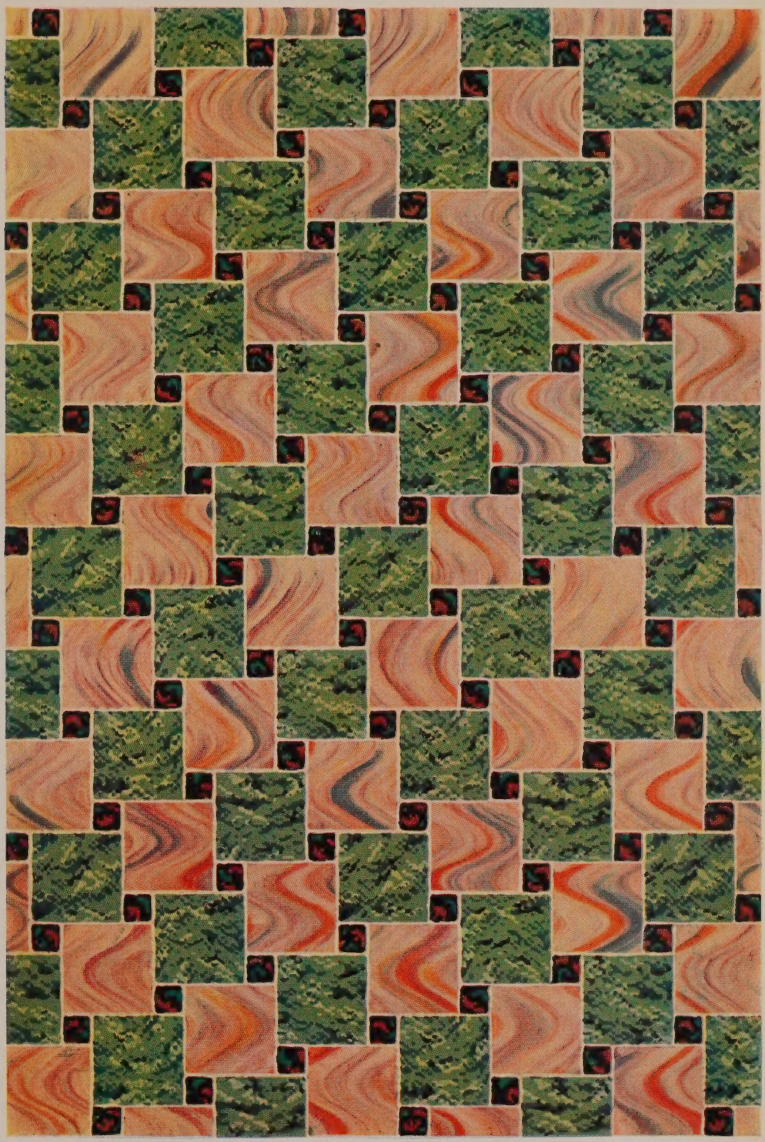
Four patterns are new—Pattern 2690, a modern design in taupe, green, orange, yellow, and rust; and the 2700 series of three patterns in an unusual interlined tile design which combines Armstrong's decoresq and stippled types of marbling.

In Armstrong's Quaker Passage Covering there are two new patterns, P230 and P231. In response to popular demand these two patterns are offered 36 inches wide instead of in the usual 24-inch width. They are designed after Quaker Rug Pattern 4540.

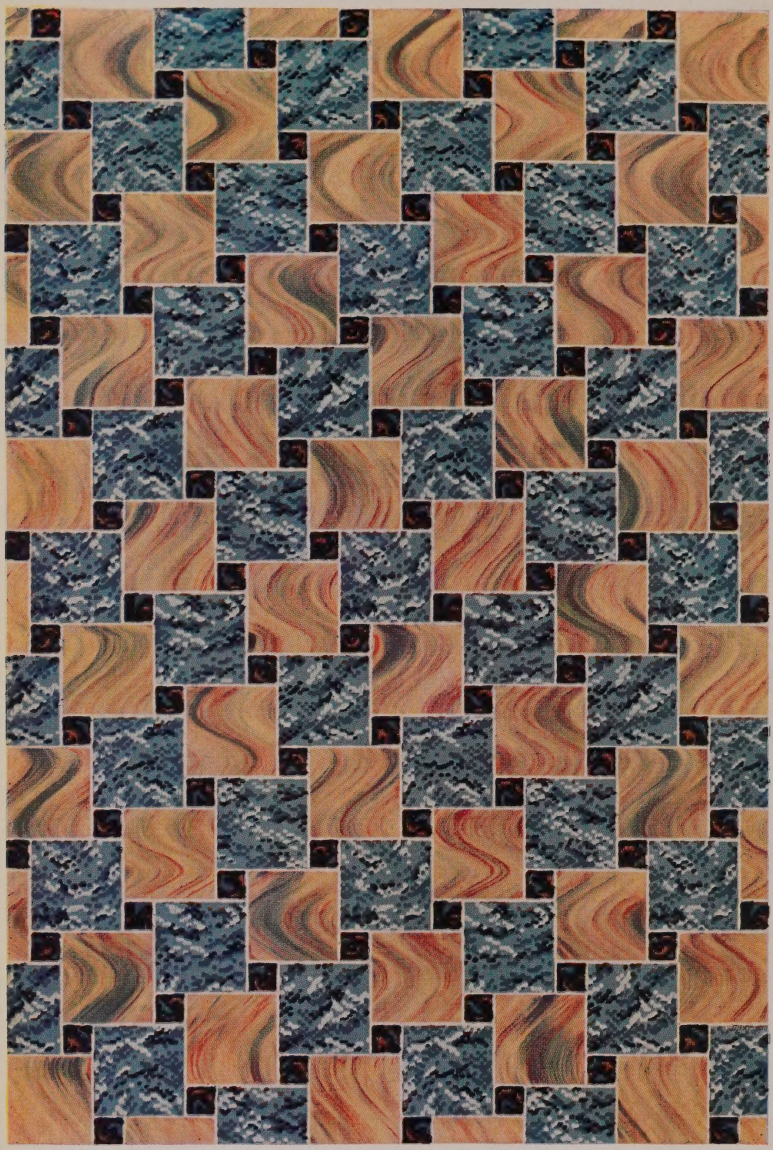
No. 2365 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBHYT

No. 2372 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBICYFE

No. 2385 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBYCA

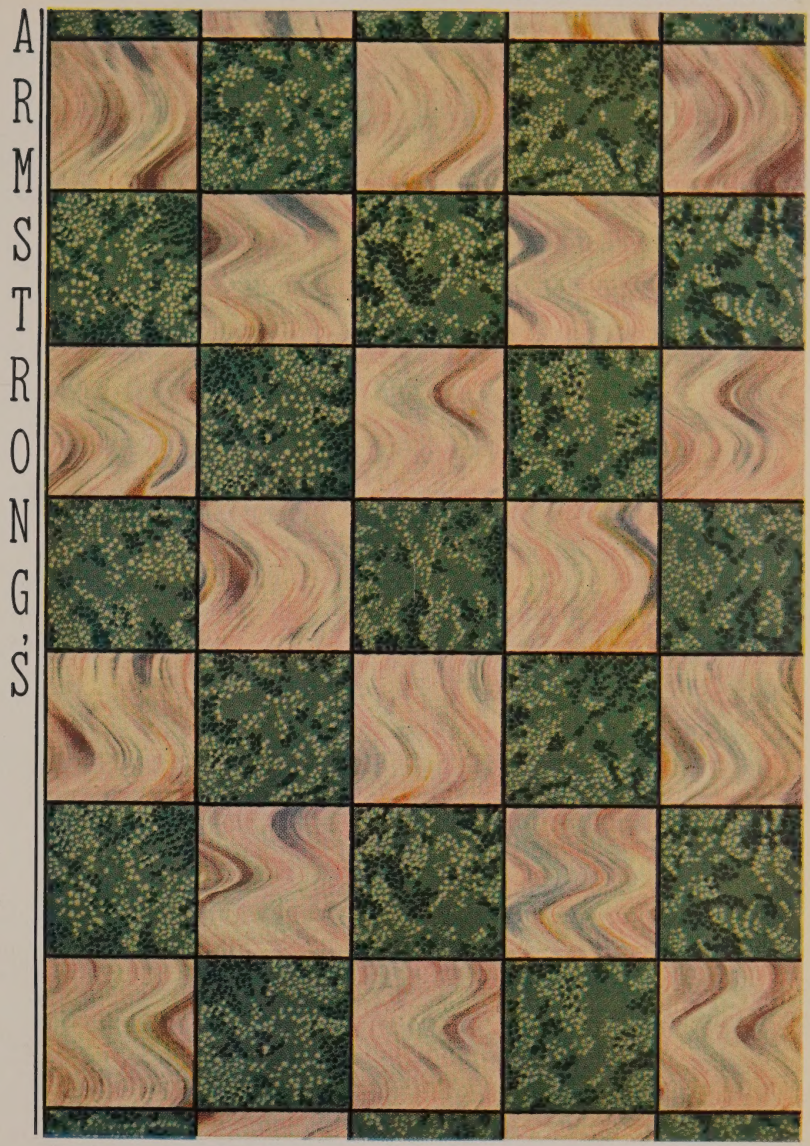


No. 2470 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBIAP, 3 yards...FBFET, 3¾ yards...FBFOY



ARMSTRONG'S

No. 2471 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBIFA, 3 yards...FBIJE, 3¾ yards...FBIKO



No. 2590 Armstrong's Quaker Floor Covering
(Size of Blocks—4 ½″ x 4 ½″) 2, 3, and 3 ¾ yards wide
Code Words: 2 yards...FBHUH, 3 yards...FBOEZ, 3¾ yards...FBEPS

ARMSTRONG'S

No. 2591 Armstrong's Quaker Floor Covering
(Size of Blocks—4 ½" x 4 ½") 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBOMI, 3 yards...FBERN, 3¾ yards...FBESM

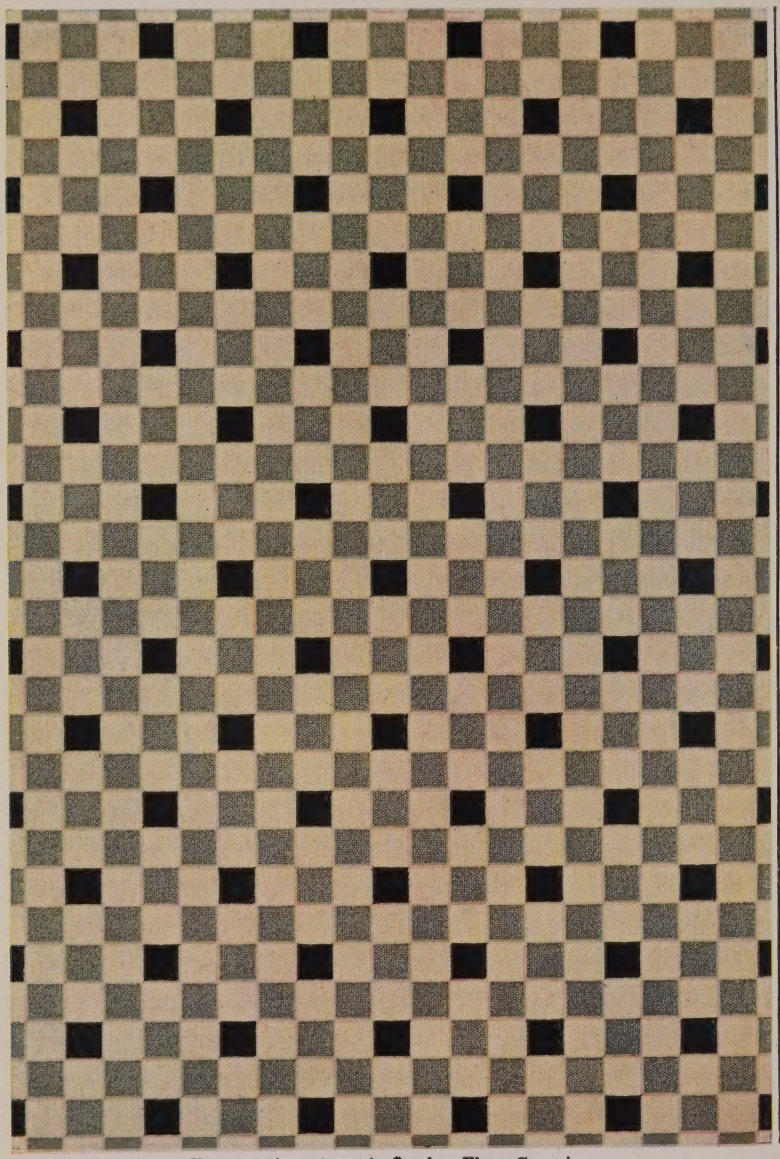
ARMSTRONG'S

No. 2602 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBYHU

No. 2640 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBONY

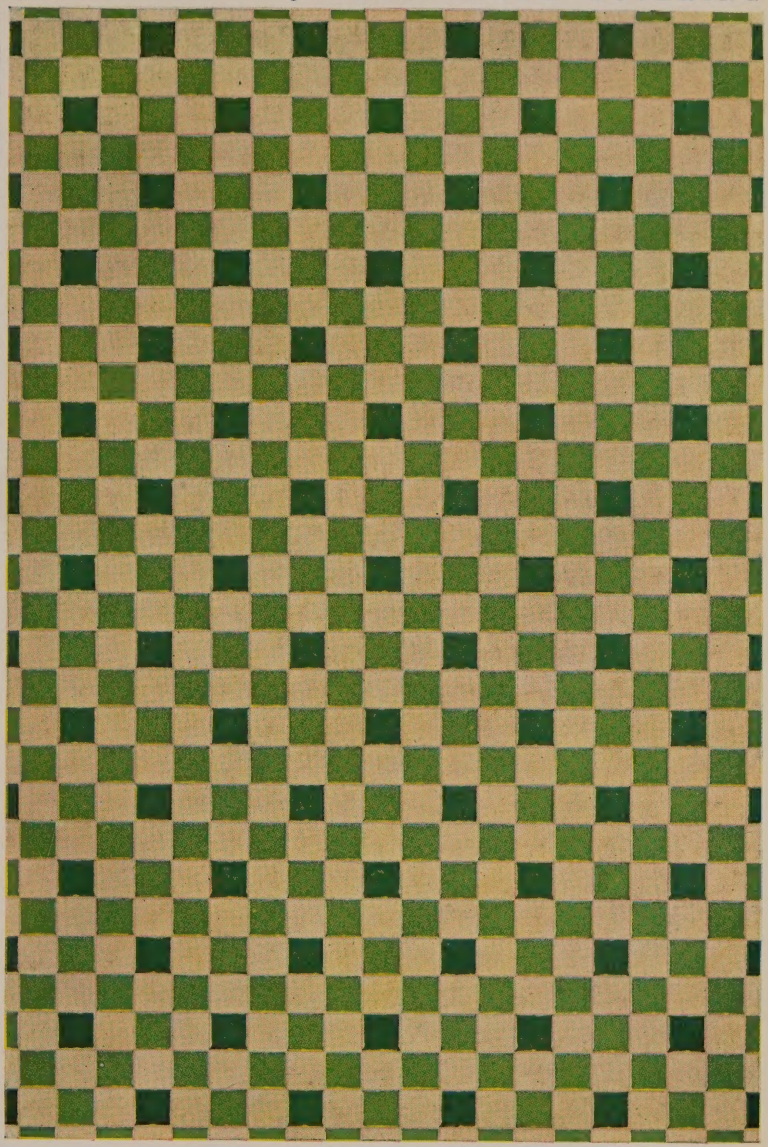
ARMSTRONG'S

No. 2641 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBOOD, 3 yards...FBORR, 3¾ yards...FBOUN

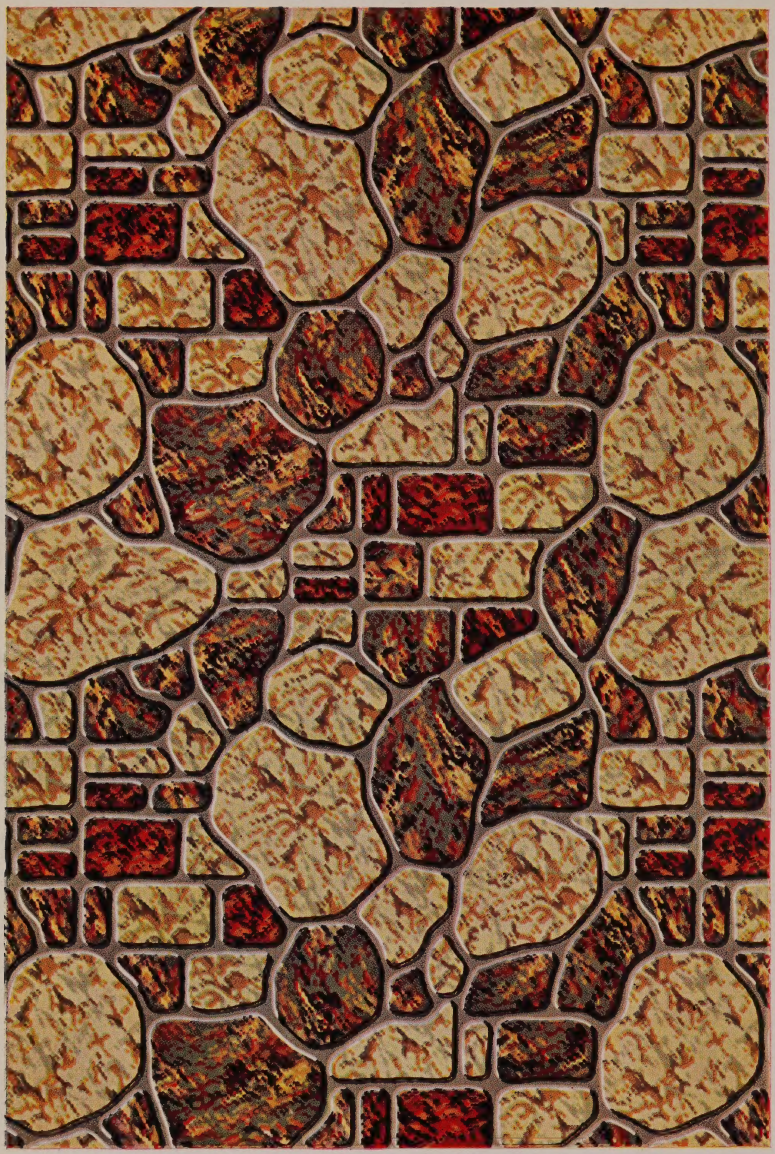


No. 2650 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBYLB

ARMSTRONG'S



No. 2651 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBIOJ

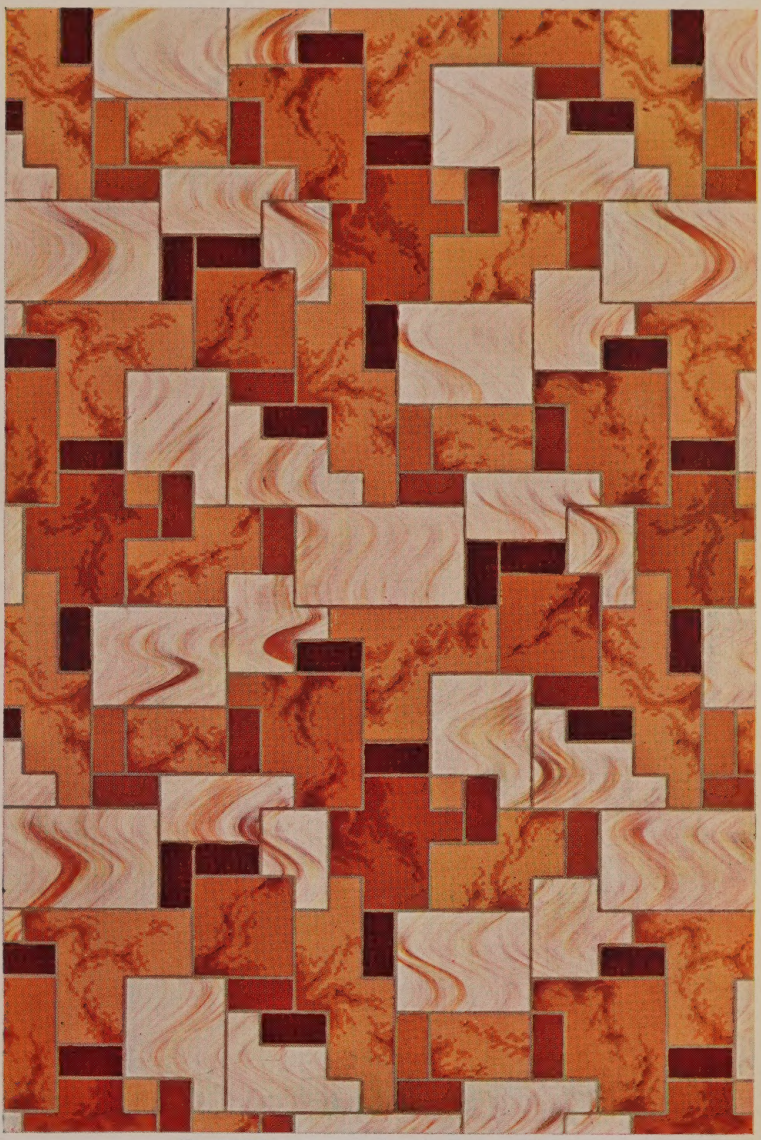


No. 2660 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBIPU, 3 yards...FBICI, 3¾ yards...FBIEB

No. 2661 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBIRC, 3 yards...FBIGO, 3¾ yards...FBIIF

No. 2671 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBVZA

ARMSTRONG'S



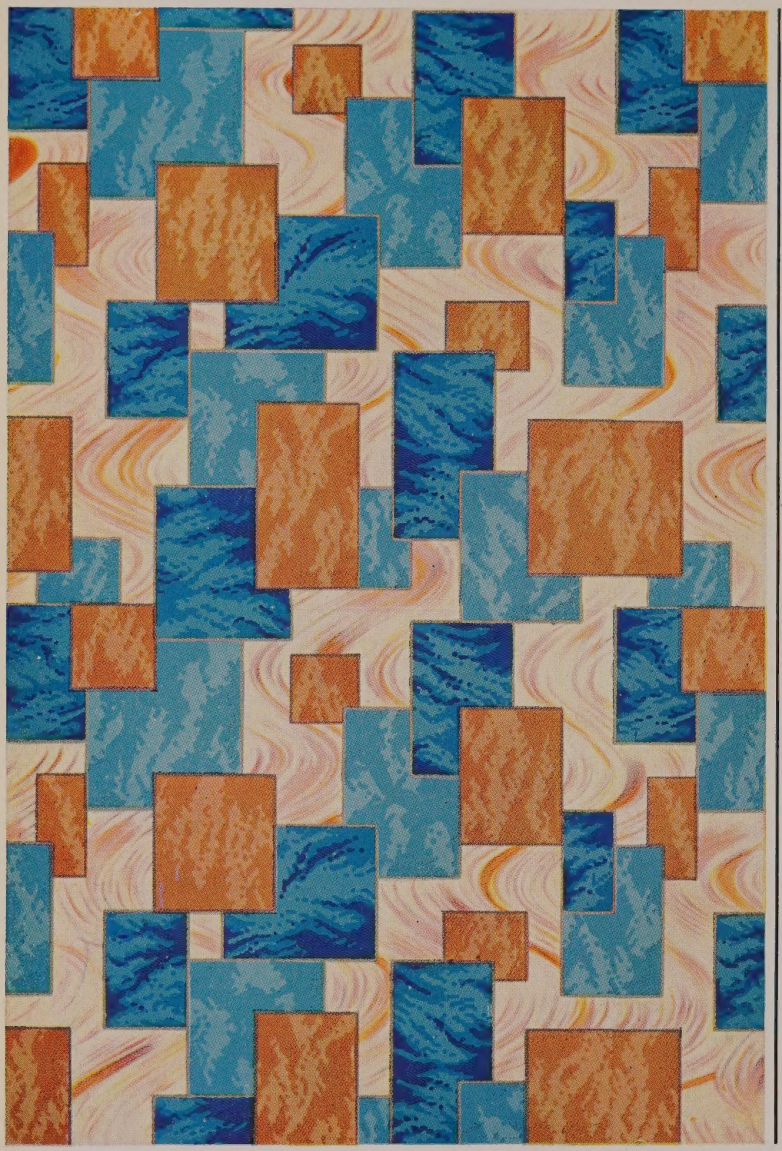
No. 2680 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBIMD

ARMSTRONG'S

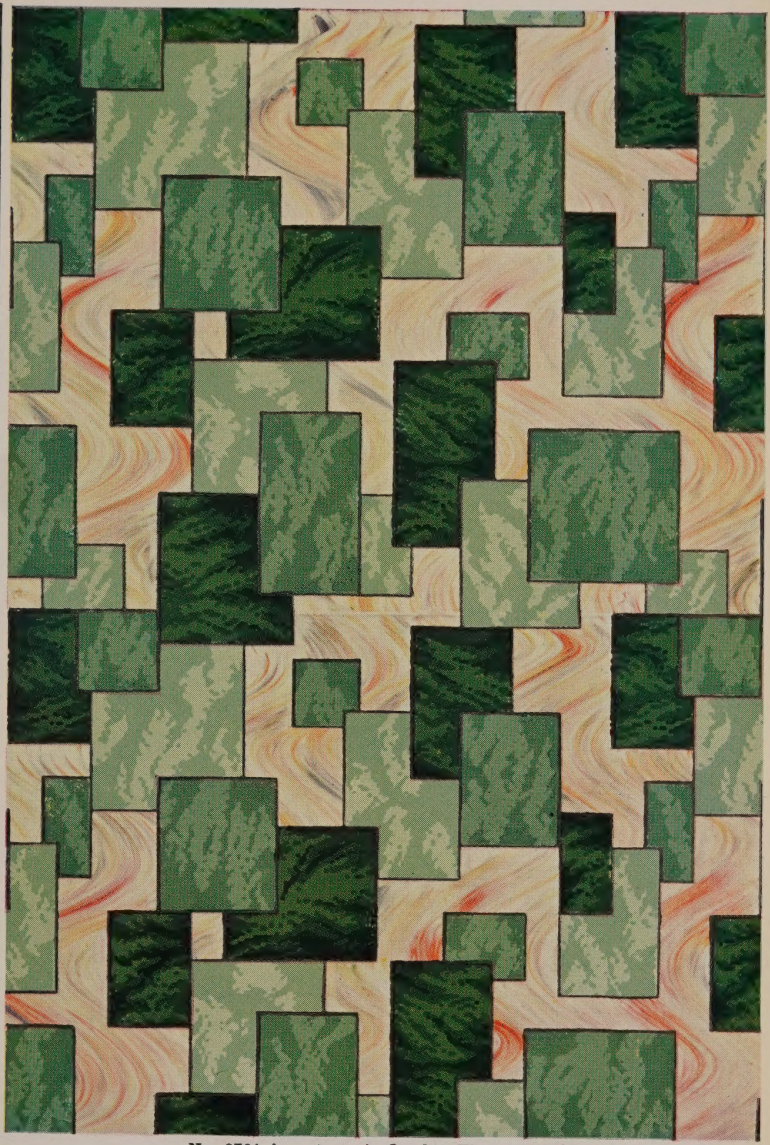
No. 2681 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBITU

ARMSTRONG'S

No. 2690 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBINZ



No. 2700 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—FBEUF



No. 2701 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBEWS, 3 yards...FBKNI, 3¾ yards...FBKOS

ARMSTRONG'S

No. 2702 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBEYZ, 3 yards...FBKAZ, 3¾ yards...FBKBY

ARMSTRONG'S

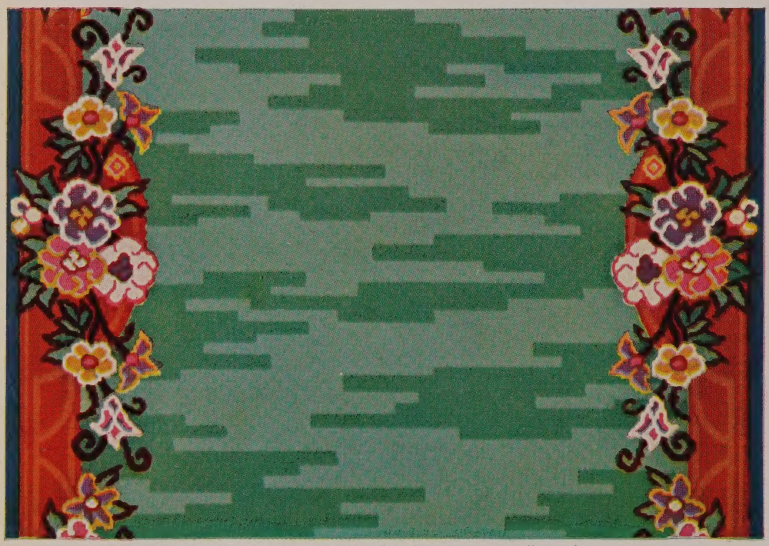
No. 21070 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...DEITOGA, 3 yards...DEOMAKU, 3¾ yards...DEOMALC

ARMSTRONG'S

No. 21072 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBERO, 3 yards...FBEUT, 3¾ yards...FBEWU

No. 21073 Armstrong's Quaker Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...FBYMS, 3 yards...FBCZU, 3¾ yards...FBDAD

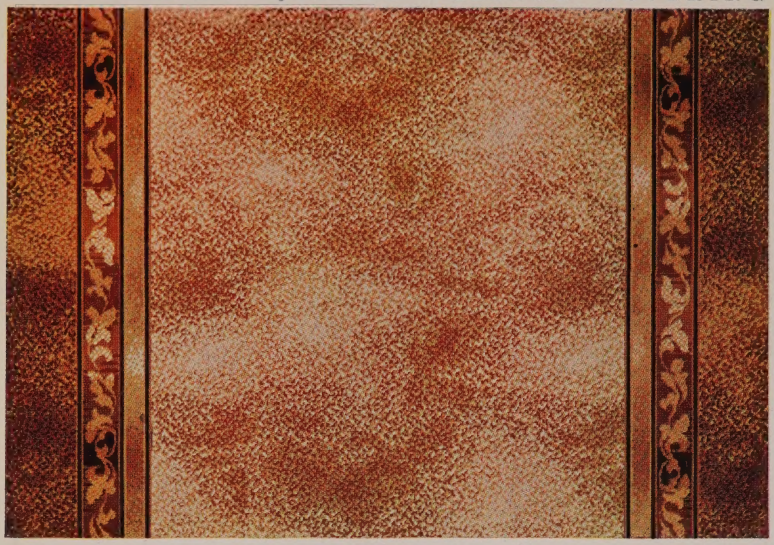
No. P200 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCIBNOK



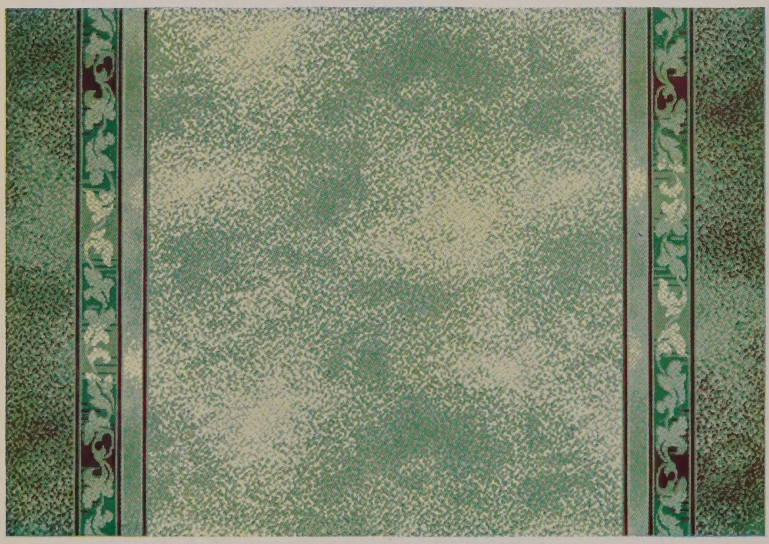
No. P210 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCCIR

No. P220 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCJAR

No. P221 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 24 inches wide only
Code Word—SCWAT



No. P230 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 36 inches wide only
Code Word—SCGOW



No. P231 Armstrong's Quaker Passage Covering
(Plate shows approx. 1/6 scale) 36 inches wide only
Code Word—SCGUR

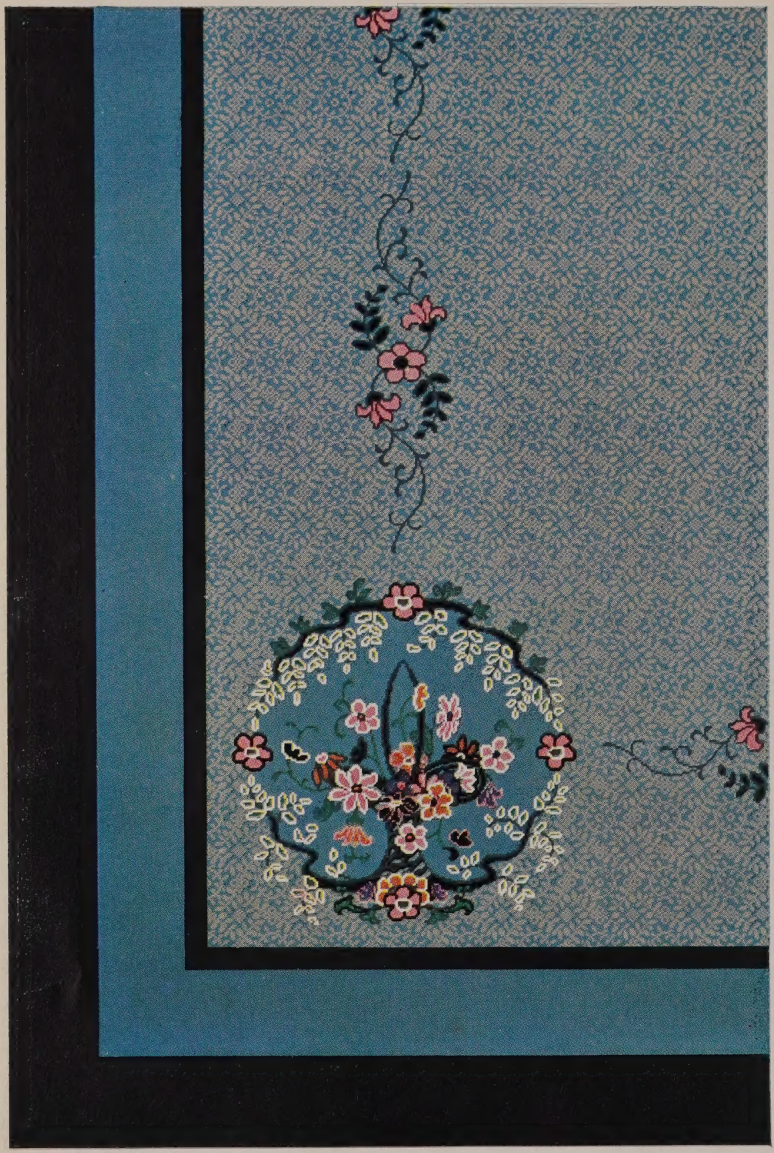
STANDARD RUGS, POPULAR LINE BACKED BY ARMSTRONG'S NAME

ARMSTRONG'S Standard Rugs are offered as a second or supplementary line, lower in price than the top quality, widely advertised Armstrong's Quaker Rugs. Merchants who feature these two grades will be in a strong competitive position and can offer virtually any customer a broad assortment of exceptional patterns at an attractive price. The fact that the Armstrong name and label are proudly given to these rugs is full assurance of their reliability.

Eighteen patterns are presented, six of them being grouped in the 11000 Series on pages 299-304. Note that there are eleven different basic designs, giving merchants an unusually wide opportunity for satisfying the fancies of their trade. Two of the patterns are new creations and five have been added at intervals since the last pattern book was issued.

Nine Standard Rugs are made in the large sizes which only Armstrong can supply. These sizes, 11¼′ x 12′ and 11¼′ x 15′, are selling in increasing volume in areas where old style houses with large rooms are numerous. Merchants who overlook these rugs are missing chances for bigger sales.

Pattern 4310, one of the new rugs for 1935, is a refreshing modern interpretation of a carpet design. The colors are in the height of style. Pattern 4330, a tan rug with all the marks of a good seller, has a dainty damask field with a pleasingly different arrangement of floral sprays as an inner border.



(PLATE SHOWS APPROX. 1/8 SCALE)

No. 4006 Standard Rug

6′ x9′...**FRAYVIZ**
7½′x9′...**FRAYWEV**
9′ x9′...**FRIBFRI**
9′x10½′...**FRAYXAD**
9′x12′ ...**FRAYXUS**
9′ x15′...**FRIGUCS**
11¼′x12′...**FRIXGUB**
11¼′x15′...**FRIXHAY**

(PLATE SHOWS APPROX. 1/8 SCALE)

6′ x9′...**FRIWOYF**
7½′x9′...**FRIWUBY**
9′ x9′...**FRIWUDU**

No. 4008 Standard Rug

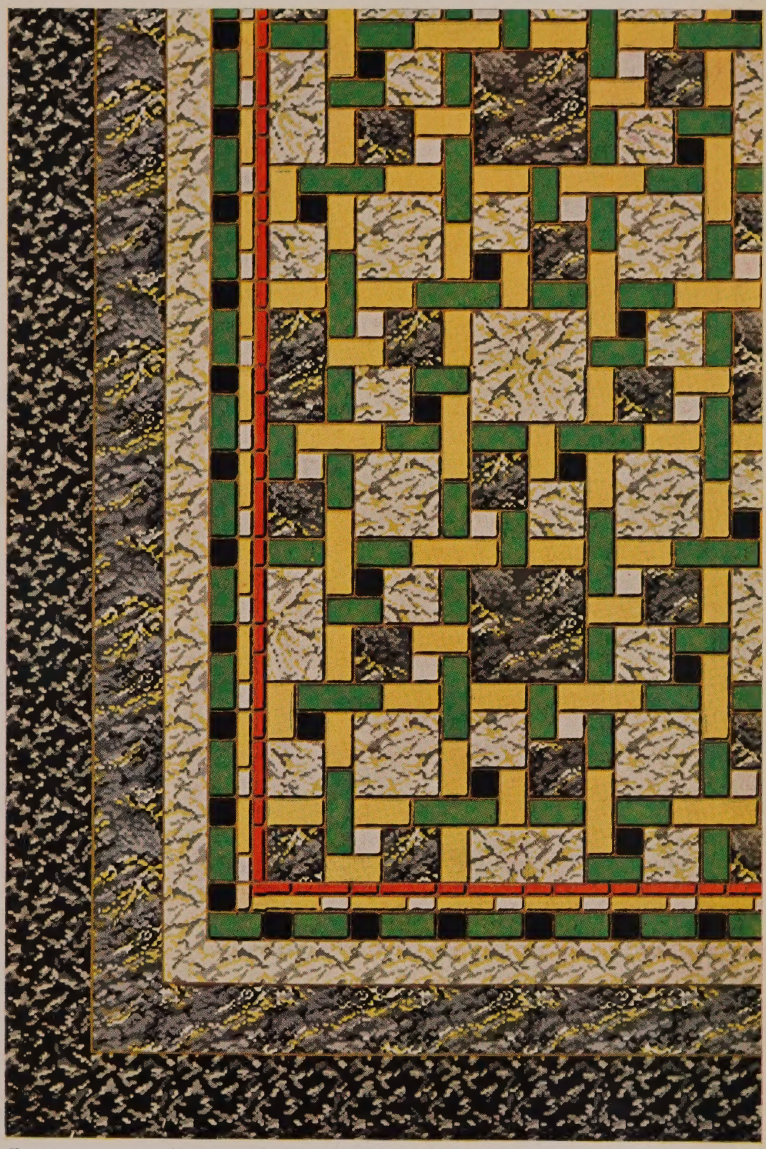
9′x10½′...**FRIWUIM**
9′x12′ ...**FRIWUOS**
9′ x15′...**FRIWUZO**
11¼′x12′...**FRAIX**
11¼′x15′...**FRAKA**

(PLATE SHOWS APPROX. 1/8 SCALE)

No. 4009 Standard Rug

6′ x9′...**FRIWYHE**	9′x 9′ ...**FRIWYSU**	9′x12′...**FRIXBAR**
7½′x9′...**FRIWYOZ**	9′x10½′...**FRIXAPT**	9′x15′...**FROGDOT**

ARMSTRONG'S



(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4040 Standard Rug

6′ x9′...**FRYEG**	9′x10½′...**FRYIB**	9′ x15′...**FRIGI**
7½′x9′...**FRYHO**	9′x12′ ...**FRYKU**	11¼′x12′...**FRNOB**
9′ x9′...**FRNIM**		11¼′x15′...**FRNUK**

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4250 Standard Rug

6′ x9′...**FRALB**	9′x10½′...**FRANK**	9′ x15′...**FRIMA**
7½′x9′...**FRAMS**	9′x12′ ...**FRAOV**	11¼′x12′...**FRAPY**
9′ x9′...**FRNYN**		11¼′x15′...**FRARG**

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4260 Standard Rug

6′ x9′...**FROSA**	9′x10½′...**FROWS**	11¼′x12′...**FROZO**
7½′x9′...**FROUF**	9′x12′ ...**FROYZ**	11¼′x15′...**FRPAK**

(PLATE SHOWS APPROX. 1/6 SCALE)

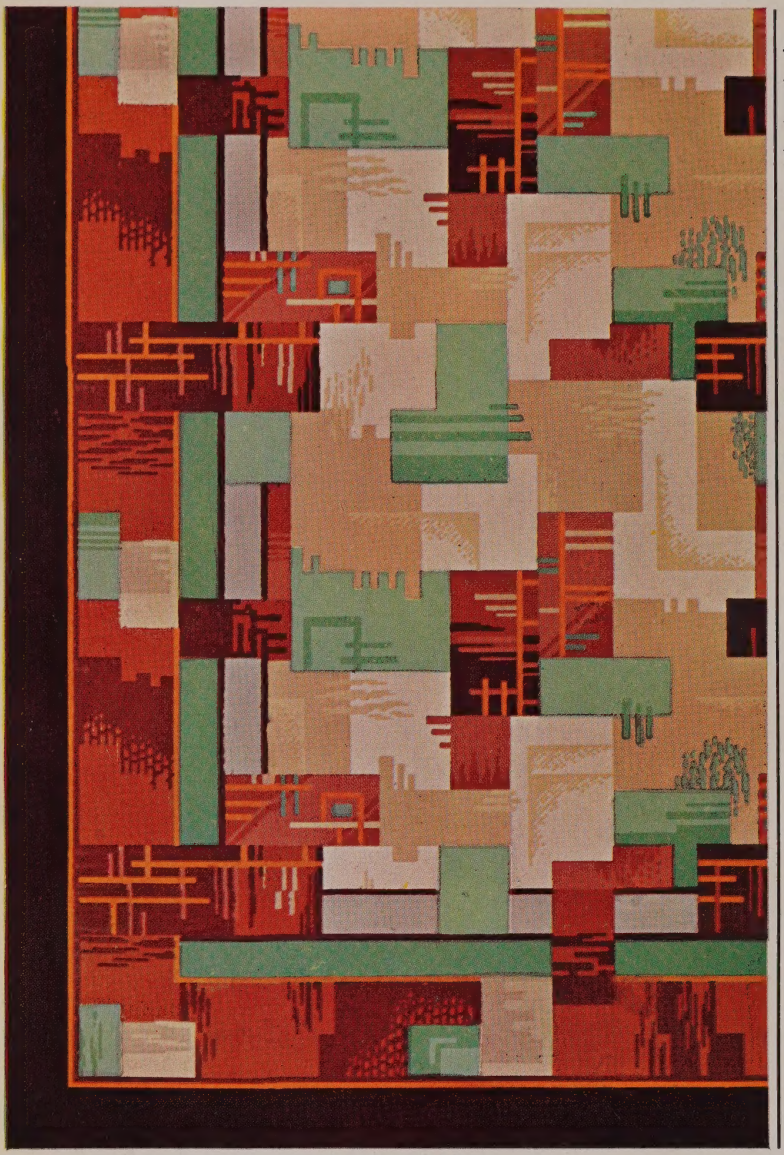
No. 4290 Standard Rug

6′ x9′...**FRFIJ**	9′x10½′...**FRFON**	9′ x15′...**FRTEH**
7½′x9′...**FRFLO**	9′x12′ ...**FRFRU**	11¼′x12′...**FRFUH**
9′ x9′...**FRTAY**		11¼′x15′...**FRFYS**

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4300 Standard Rug

6′ x9′...**FRCBE**	9′x10½′...**FRCEP**	11¼′x12′...**FRCIZ**
7½′x9′...**FRCDI**	9′x12′ ...**FRCFY**	11¼′x15′...**FRCOW**



ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4310 Standard Rug

6′x9′...**FROBO**

7½′x 9′ ...**FROCE**
9′ x10½′...**FRODS**

9′x12′...**FROER**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4320 Standard Rug

6′ x9′...**FROHM**
7½′x9′...**FROIV**
9′ x9′...**FRINU**
9′x10½′...**FROKI**
9′x12′ ...**FROIP**
9′ x15′...**FRIPO**
11⅓′x12′...**FRIAX**
11¼′x15′...**FRIBS**

(PLATE SHOWS APPROX. 1/6 SCALE)

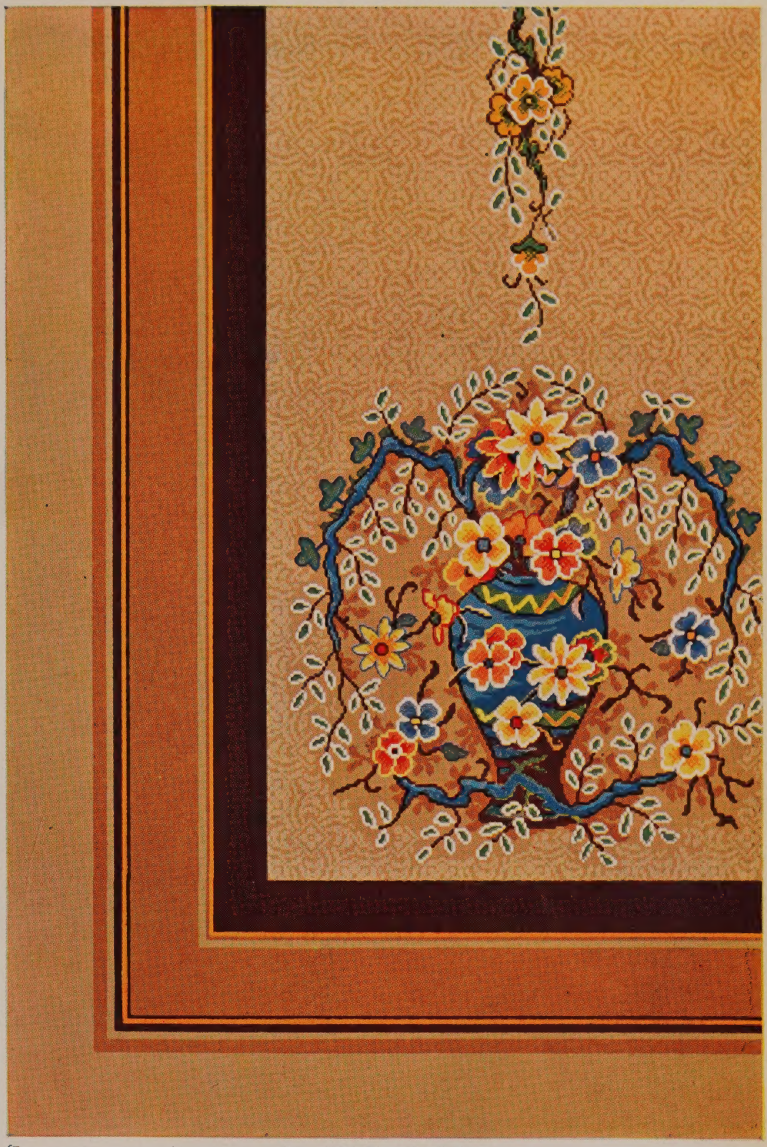
No. 4321 Standard Rug

6′x9′...**FRONF**

7½′x 9′ ...**FROOL**

9′ x10½′...**FRORB**

9′x12′...**FROSK**



(PLATE SHOWS APPROX. 1/6 SCALE)

No. 4330 Standard Rug

6′ x9′...**FROTH**	9′x10½′...**FROVY**	9′ x15′...**FRIUM**
7½′x9′...**FROUG**	9′x12′ ...**FRGAV**	11¼′x12′...**FREOC**
9′ x9′...**FRISH**		11¼′x15′...**FRERX**

18 EXCEPTIONAL PATTERNS IN STANDARD FLOOR COVERINGS

SUPPLEMENTING Armstrong's best quality felt-base, Armstrong's Quaker Floor Covering, is this lower priced line of Armstrong's Standard Floor Covering. The two qualities offer merchants a range, both in pattern and price, that will meet the needs of virtually any customer.

There are 18 patterns, including handcraft tile, flagstone, marble and modernistic effects, in a broad range of stylish colorings. Ten of these are made in two widths, 2 yards and 3 yards, and eight of them are made also in the 3¾-yard width, which only Armstrong offers.

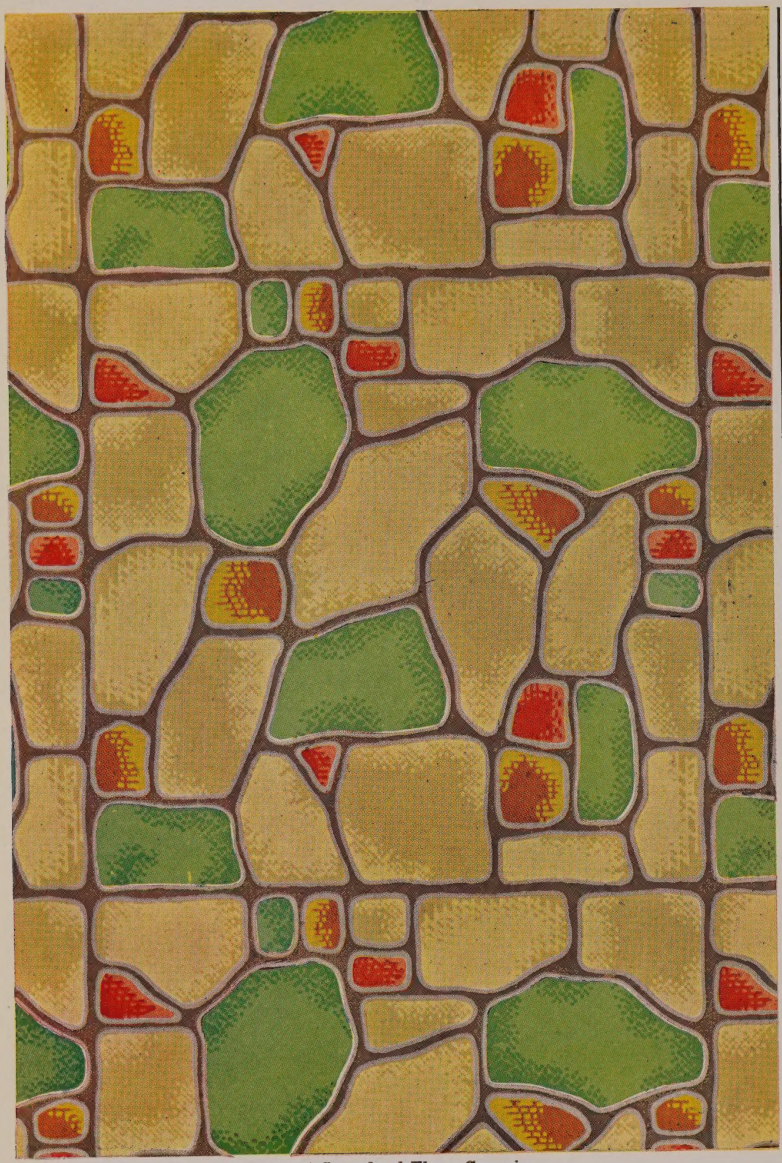
Changing style trends, always carefully followed by Armstrong designers, have been met by the addition of three patterns during the first half of 1934 and the introduction of two new patterns at the June opening. Three of these very attractive newcomers have been placed in the 11000 Series shown on pages 305 to 310.

Patterns 12260 and 12261 are attractive new tile designs in which the duo-tone shading found in Embossed Inlaids is realistically simulated. Pattern 12240 is another new shaded handcraft tile pattern.

Two popular marble tile colorings—green and ivory and black and ivory—are presented in Patterns 11051 and 11052. The stippled marble graining is exceedingly attractive. In the ivory blocks this marbling is executed in delicate pastel shades.

ARMSTRONG'S

No. 12200 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFIAH, 3 yards...TFCYR, 3¾ yards...TFDAS



ARMSTRONG'S

No. 12221 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFCTI, 3 yards...TFOXT, 3¾ yards...TFETI

ARMSTRONG'S

No. 12222 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFYNK, 3 yards...TFPDY, 3¾ yards...TFPEV

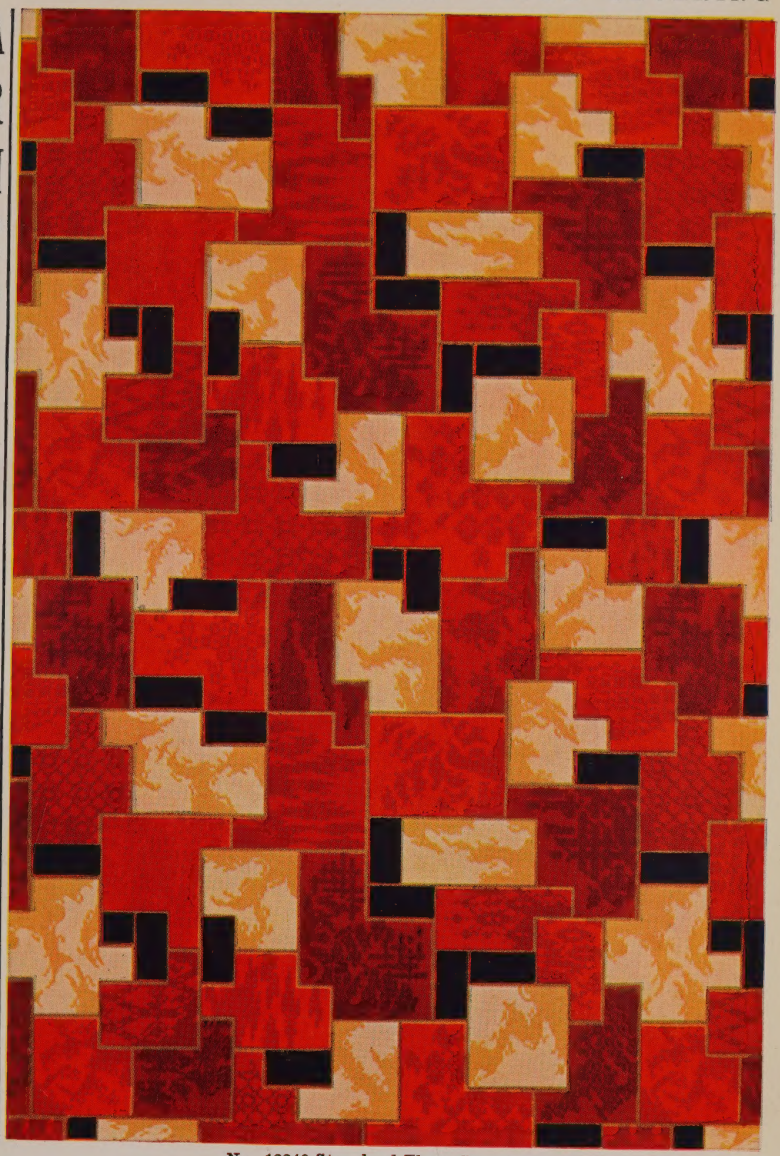
No. 12230 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFAJI, 3 yards...TFALS, 3¾ yards...TFANA

ARMSTRONG'S

No. 12231 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFAOB, 3 yards...TFDEL, 3¾ yards...TFDFI

No. 12232 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFIUV, 3 yards...TFGAD, 3¾ yards...TFGIZ

ARMSTRONG'S



No. 12240 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFJYR

No. 12250 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...TFHZO, 3 yards...TFIDY, 3¾ yards...TFIEV

ARMSTRONG'S

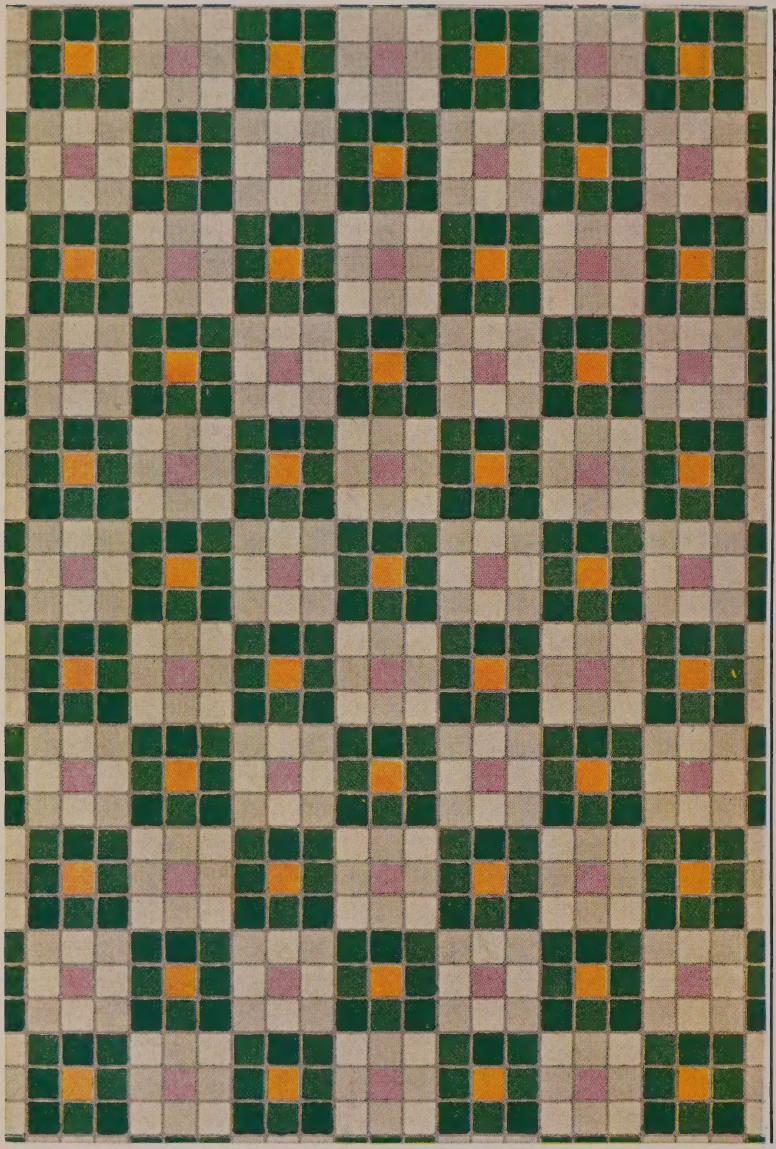
No. 12251 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFILK

ARMSTRONG'S

No. 12260 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFGET

ARMSTRONG'S

No. 12261 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFKIT



No. 30000 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2, 3, and 3¾ yards wide
Code Words: 2 yards...MFOJSAN, 3 yards...MFOJSEJ, 3¾ yards...MFOJSIS

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

6′x9′...**FRPVI**

No. 11550 Standard Rug

7½′x 9′ ...**FRPYL**

9′ x10½′...**FRTAF**

9′x12′...**FRTDE**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 11551 Standard Rug

6'x9'...**FRTEC**

7½'x 9' ...**FRTHA**

9' x10½'...**FRTIL**

9'x12'...**FRTMO**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

6′x9′...**FRGHO**

No. 11552 Standard Rug

7½′x 9′ ...**FRGIB**

9′ x10½′...**FRGNY**

9′x12′...**FRGOD**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

6'x9'...**FRTOG**

No. 11560 Standard Rug

7½'x 9' ...**FRTSU**

9' x10½'...**FRTTY**

9'x12'...**FRTUP**

ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

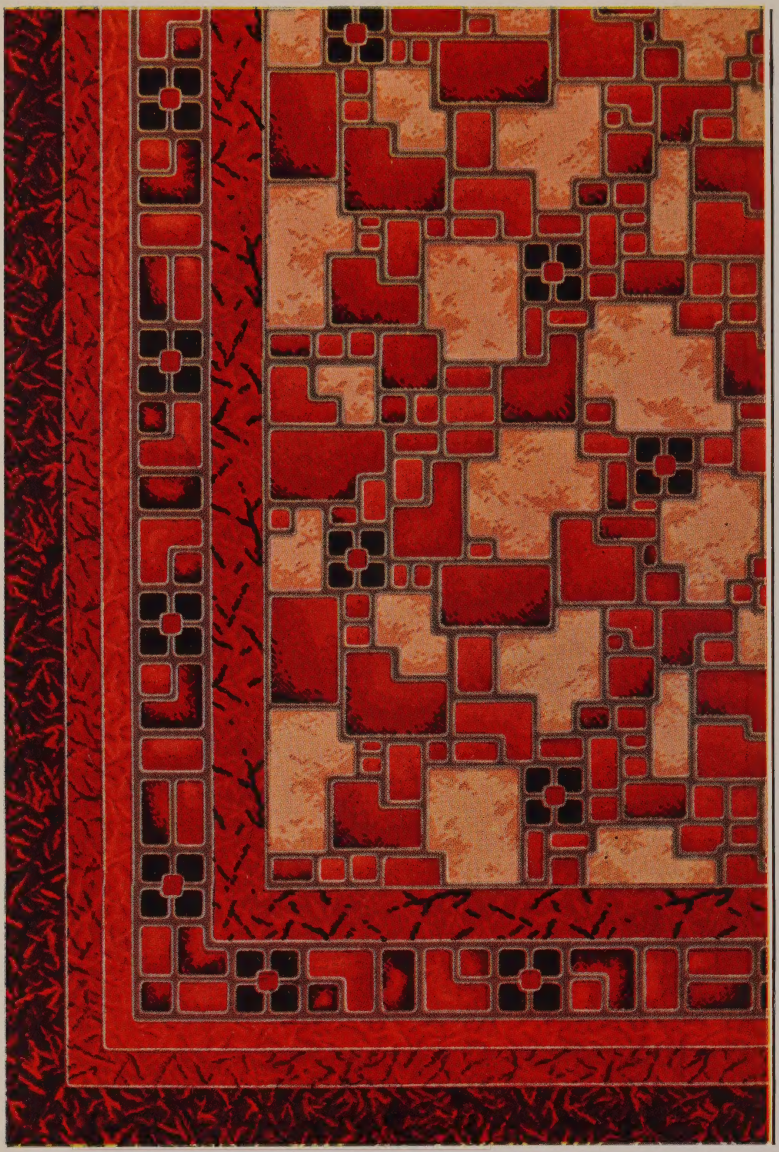
6′x9′...**FRTYV**

No. 11561 Standard Rug

7½′x 9′ ...**FRTZI**

9′ x10½′...**FRUAY**

9′x12′...**FRUEH**



ARMSTRONG'S

(PLATE SHOWS APPROX. 1/6 SCALE)

No. 11562 Standard Rug

6′x9′...**FRGUN**

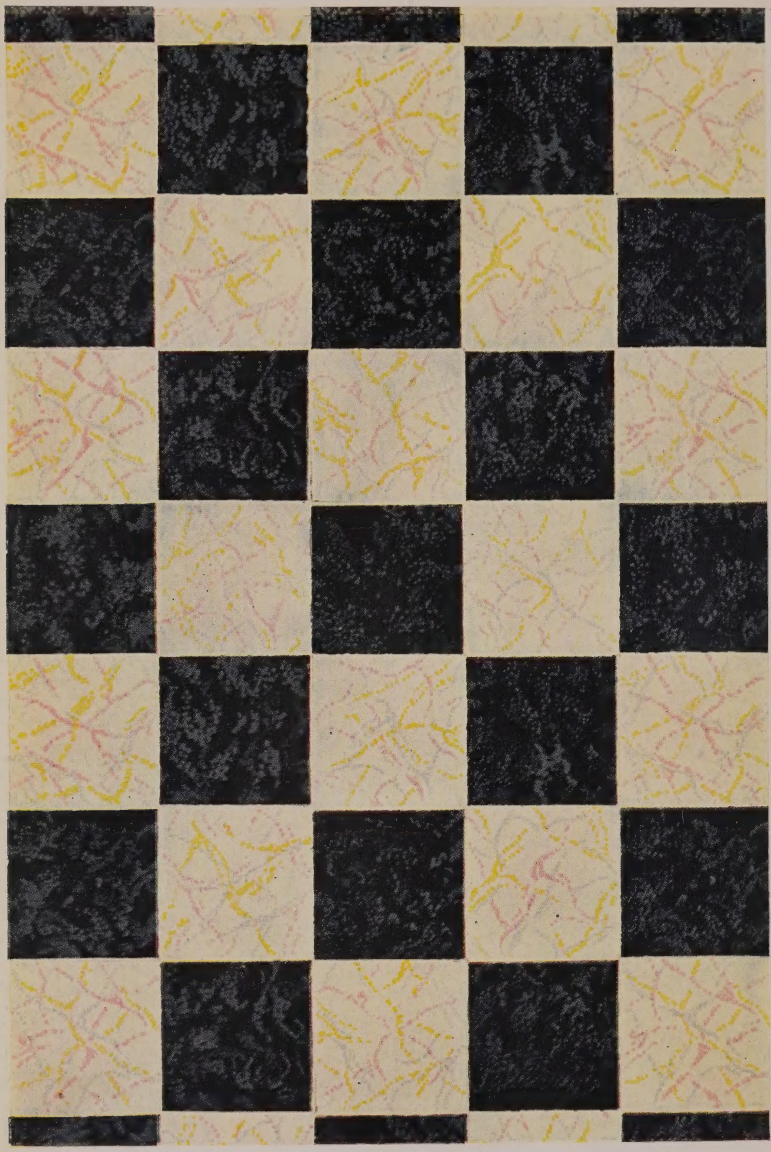
7½′x 9′ ...**FRHAM**

9′ x10½′...**FRHBU**

9′x12′...**FRHEK**

ARMSTRONG'S

No. 11051 Standard Floor Covering
(Size of Blocks—4 ½" x 4 ½") 2 and 3 yards wide
Code Words: 2 yards...TFGOY, 3 yards...TFGEX

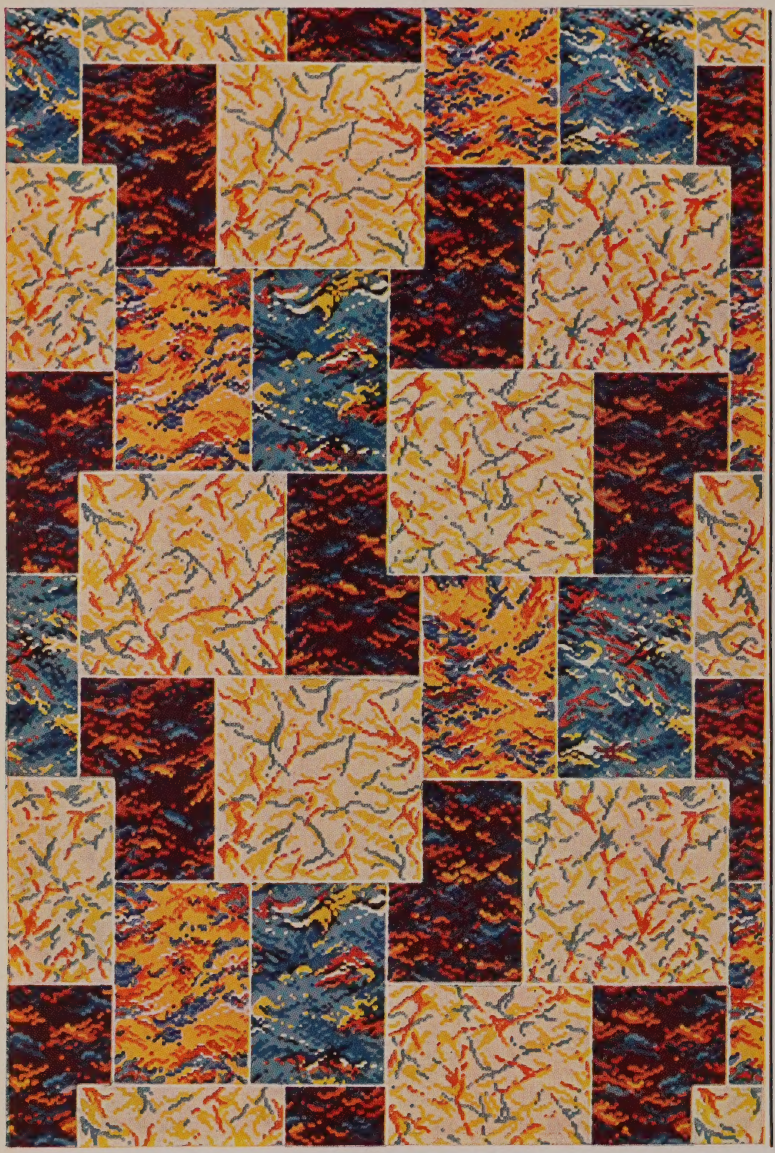


ARMSTRONG'S

No. 11052 Standard Floor Covering
(Size of Blocks—4 ½" x 4 ½") 2 and 3 yards wide
Code Words: 2 yards...TFGRE, 3 yards...TFGIV

ARMSTRONG'S

No. 11060 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFPKO



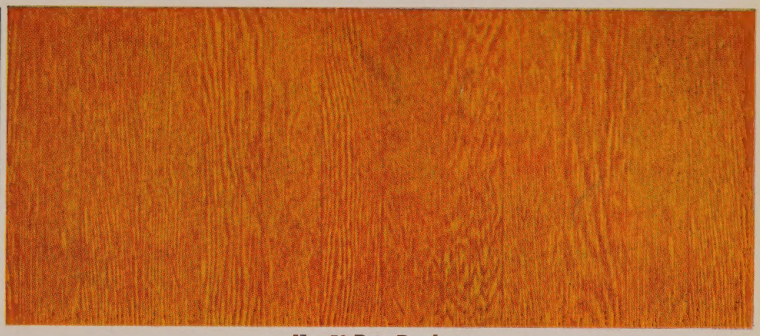
No. 11061 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFYMI

ARMSTRONG'S

No. 11080 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFPTU

ARMSTRONG'S

No. 11081 Standard Floor Covering
(Plate shows approx. 1/5 scale) 2 yards wide only
Code Word—TFPUM

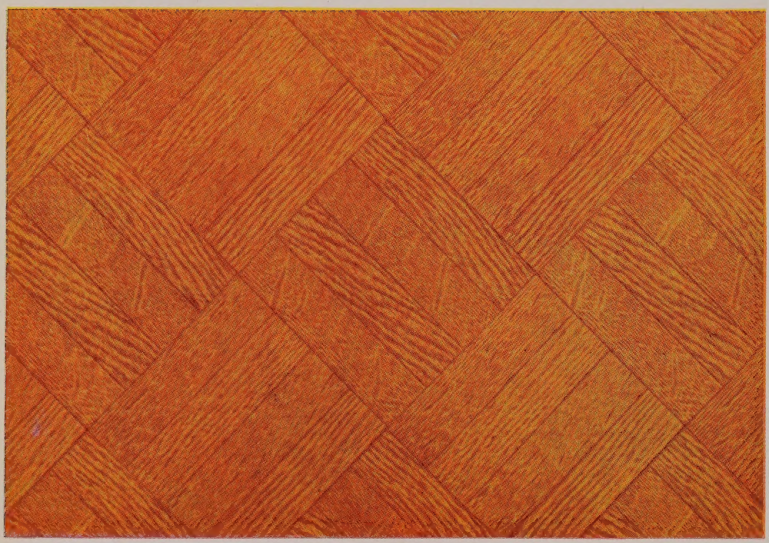


No. 50 Rug Border
(Plate shows approx. 1/5 scale) 24 inches, 36 inches, and 2 yards wide
Code Words: 24 inches...RBASNOP, 36 inches...RBASOAP, 2 yards...RBAVAPY

No. 51 Rug Border
(Plate shows approx. 1/5 scale) 24 and 36 inches wide
Code Words: 24 inches...RBASOEJ, 36 inches...RBASOHI

No. 52 Rug Border
(Plate shows approx. 1/5 scale) 24 inches, 36 inches, and 2 yards wide
Code Words: 24 inches...RBASONC, 36 inches...RBASOPS, 2 yards...RBAVARZ

No. 54 Rug Border
(Plate shows approx. 1/5 scale) 24 and 36 inches wide
Code Words: 24 inches...RBASOWK, 36 inches...RBASOYG



No. 55 Rug Border
(Plate shows approx. 1/5 scale) 36 inches and 2 yards wide
Code Words: 36 inches...RBEXE, 2 yards...RBAVATO

HOME OWNERS AND BUSINESS MEN RAPIDLY ACCEPTING LINOWALL

ARMSTRONG'S Linowall is making real strides in gaining consumer acceptance; also, in attracting retailers to its great profit possibilities. The many inquiries regarding it that come to Lancaster daily presage widespread use of this wall covering. Moreover, they indicate the strong desirability of being prepared to sell and install Linowall for residential, institutional, and commercial interiors.

Merchants who have taken on this new wall covering have found that it has opened a profitable new market for them. It can often be sold in combination with Armstrong's Floors, thus increasing the dollar value of many sales.

Armstrong's Linowall is flexible and easy to handle. Experienced linoleum layers can readily master the process of installation, described briefly on pages 335-37. A book of detailed directions will be supplied on request and a full course of instruction may be had at the Armstrong School for Linoleum Layers in Lancaster.

From the consumer's standpoint, Linowall has a host of advantages. It is a permanent wall covering that is lower in price than comparable substitutes for ceramic wall tile. It can be installed with less inconvenience. It is sanitary, durable, and highly attractive; does not fade, will not spot or stain, and is easily kept clean.

Armstrong's Linowall and Armstrong's Linoleum make an ideal combination. In this bathroom the wainscot is Tan Linowall Pattern 721 and the floor is Marble Inlaid Pattern 247. (Natural color photograph)

No. 700 Green Linowall
1 and 2 yards wide
Code Words: 1 yard...LWITZ, 2 yards...LWIUB

No. 701 Orchid Linowall
1 and 2 yards wide
Code Words: 1 yard...LWIVO, 2 yards...LWIWE

No. 702 Travertine Linowall
1 and 2 yards wide
Code Words: 1 yard...LWIXI, 2 yards...LWIYF

No. 703 Black Linowall
1 and 2 yards wide
Code Words: 1 yard...LWVEN, 2 yards...LWVIP

No. 720 Green Linowall
1 and 2 yards wide
Code Words: 1 yard...LWJIT, 2 yards...LWJUS

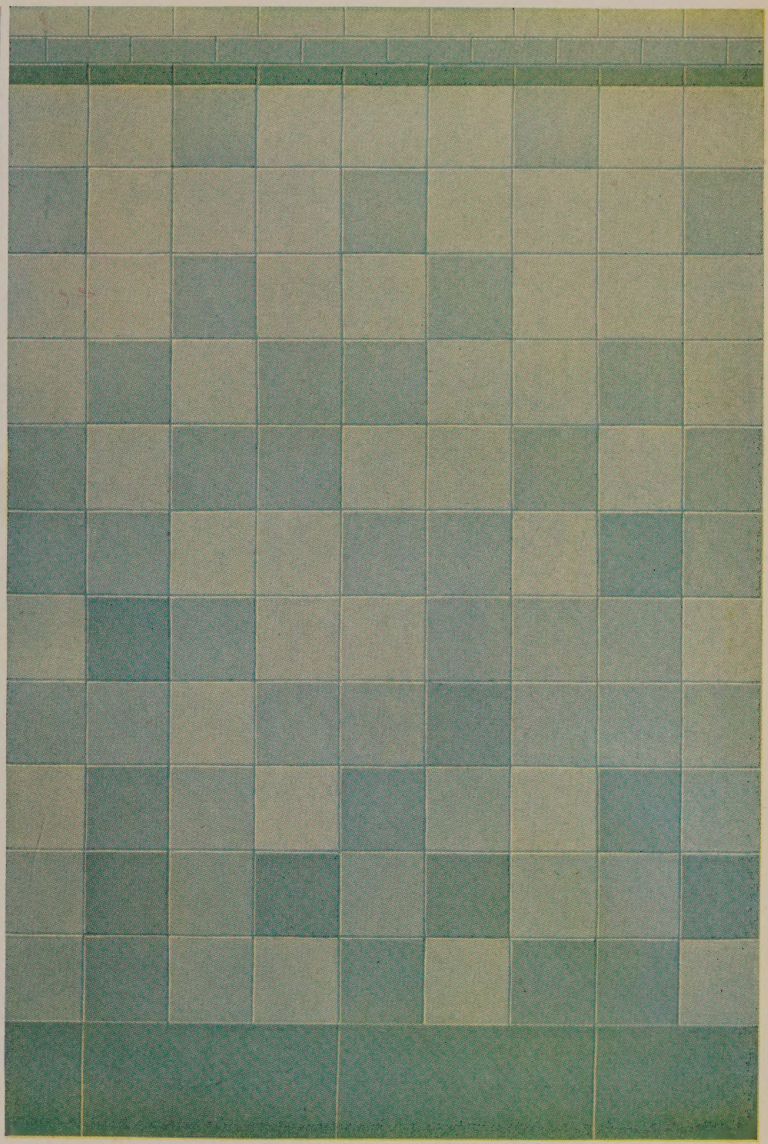
No. 721 Tan Linowall
1 and 2 yards wide
Code Words: 1 yard...LWKAS, 2 yards...LWKET

No. 722 Blue Linowall
1 and 2 yards wide
Code Words: 1 yard...LWKOY, 2 yards...LWKRE

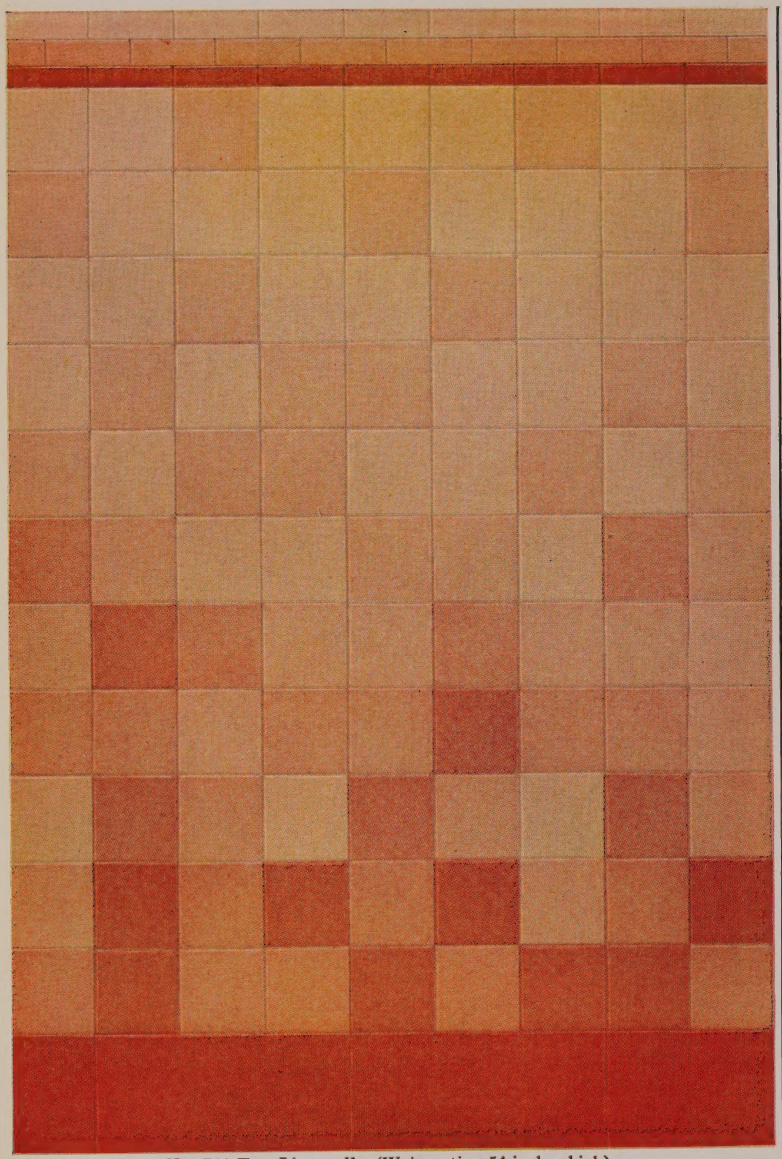
No. 723 Yellow Linowall
1 and 2 yards wide
Code Words: 1 yard...LWLAF, 2 yards...LWLEC

No. 735 Pine Linowall
1 and 2 yards wide
Code Words: 1 yard...LWLOG, 2 yards...LWLUP

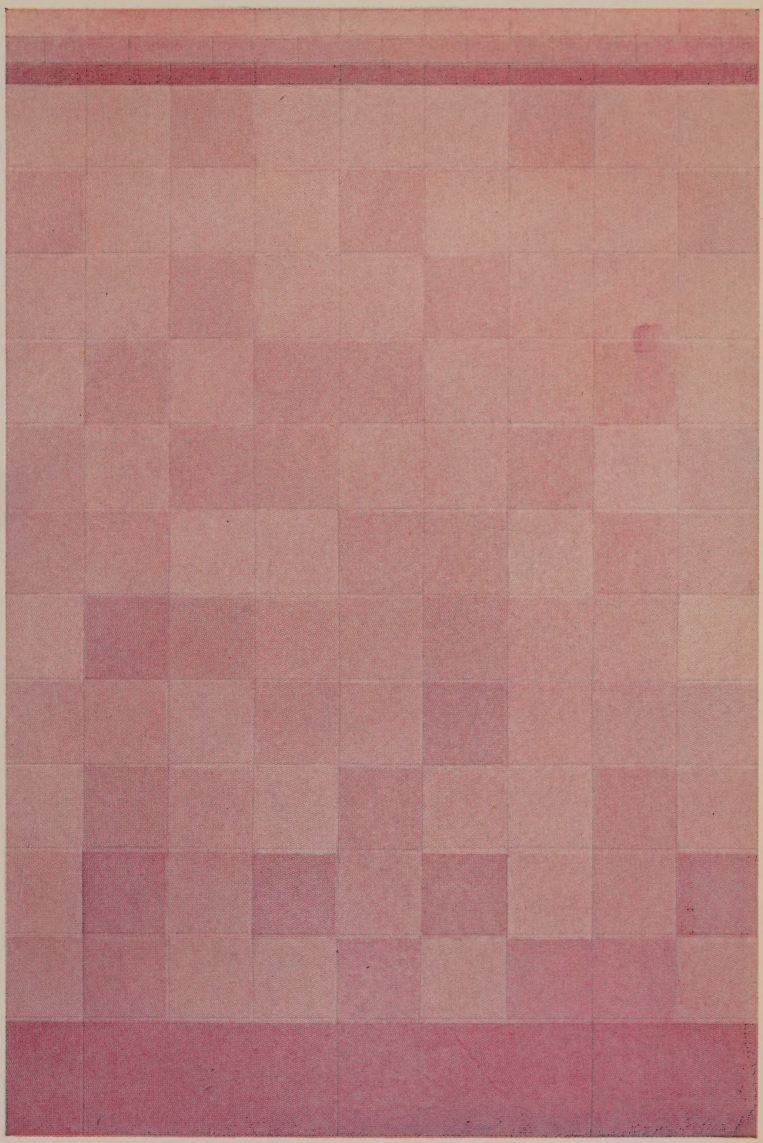
No. 736 Walnut Linowall
1 and 2 yards wide
Code Words: 1 yard...LWLYV, 2 yards...LWMAB



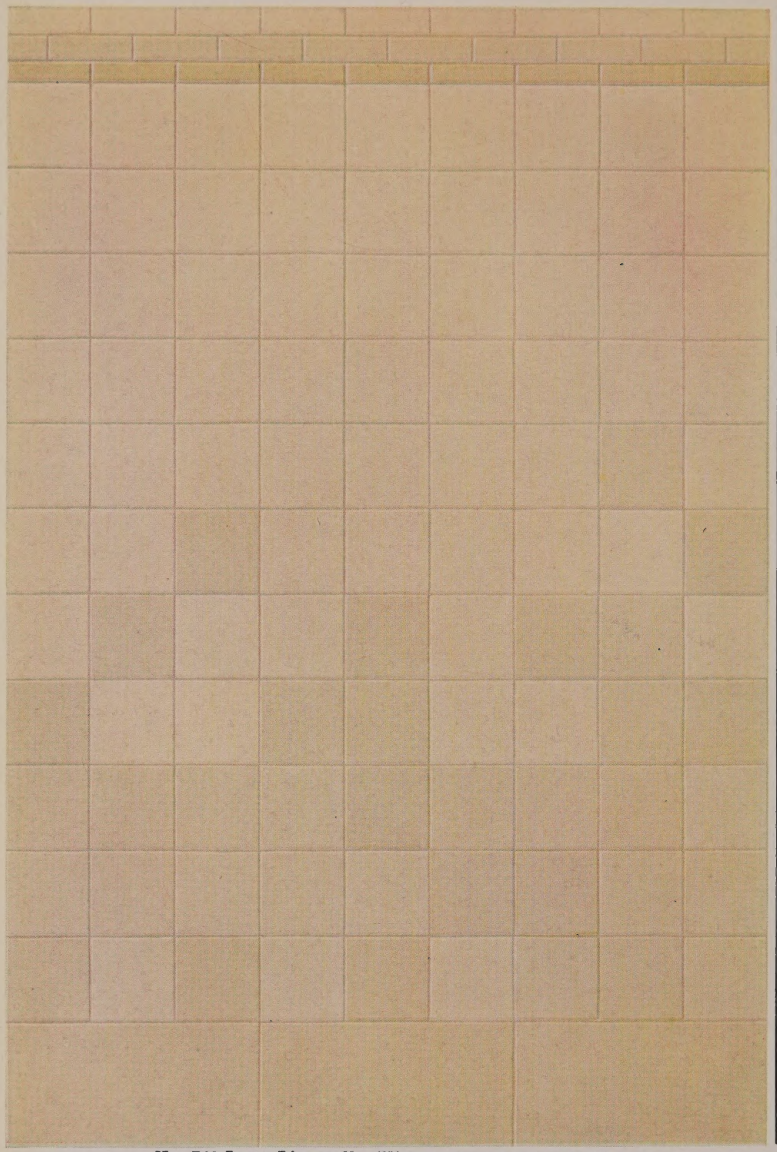
No. 740 Green Linowall—(Wainscoting 54 inches high)
2 yards wide
Code Word—LWMID



No. 741 Tan Linowall—(Wainscoting 54 inches high)
2 yards wide
Code Word—LWMUX

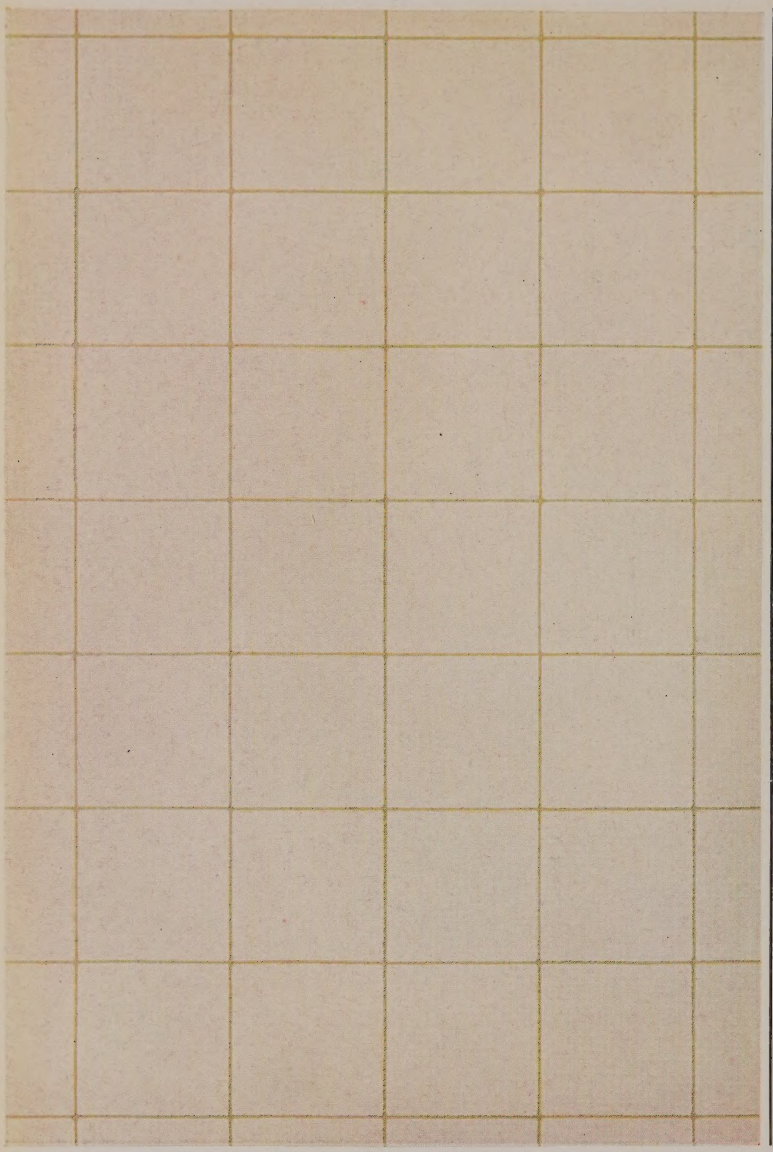


No. 742 Orchid Linowall—(Wainscoting 54 inches high)
2 yards wide
Code Word—LWNAL

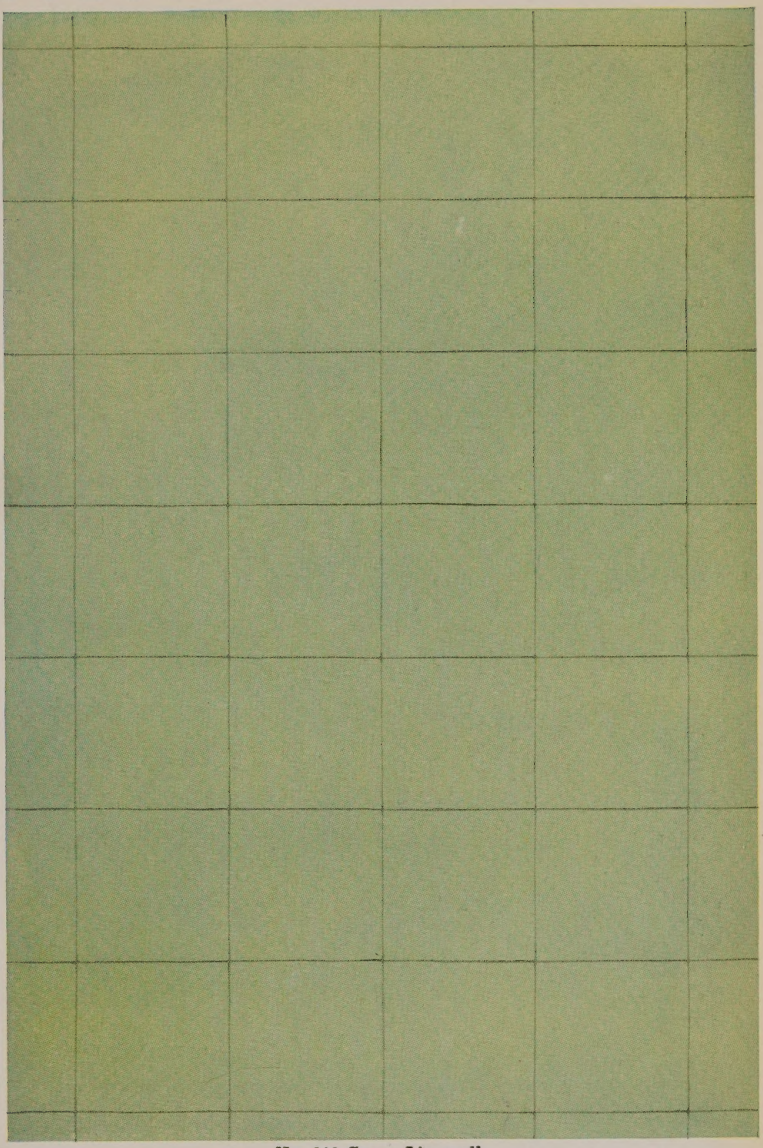


No. 743 Ivory Linowall—(Wainscoting 54 inches high)
2 yards wide
Code Word—LWHUF

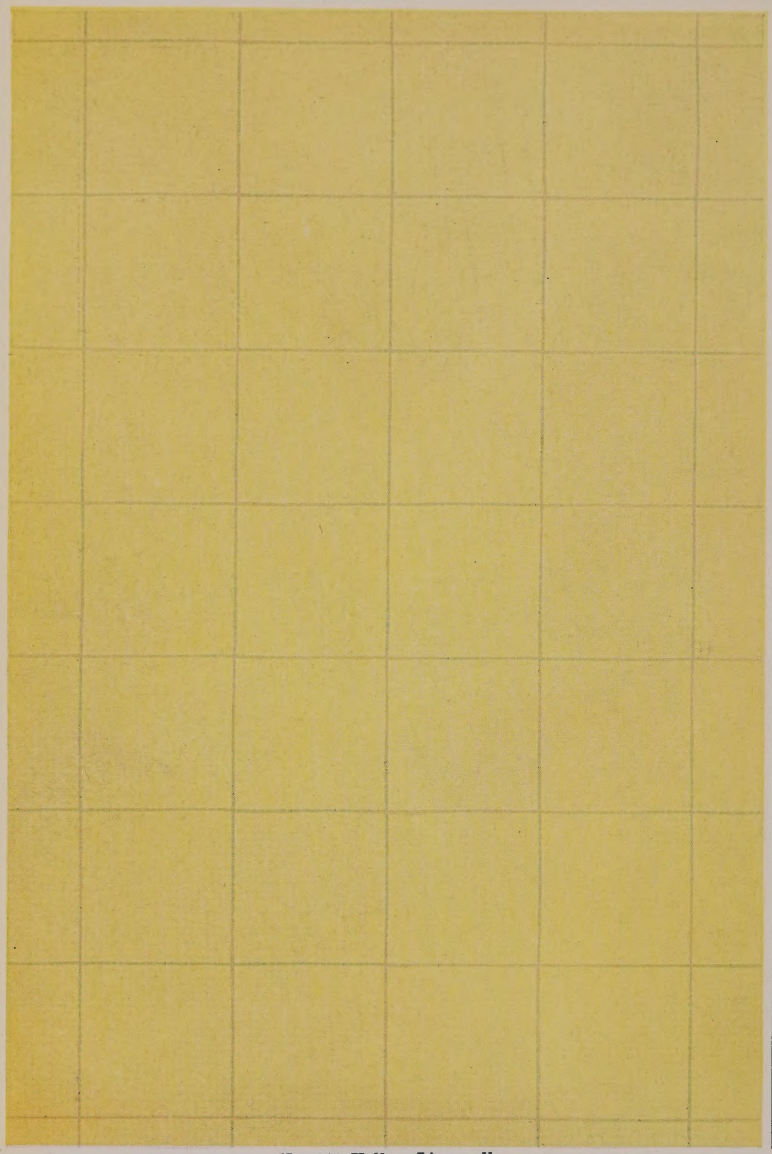
No. 900 Knotty Pine Linowall
2 yards wide
Code Word—LWZAJ



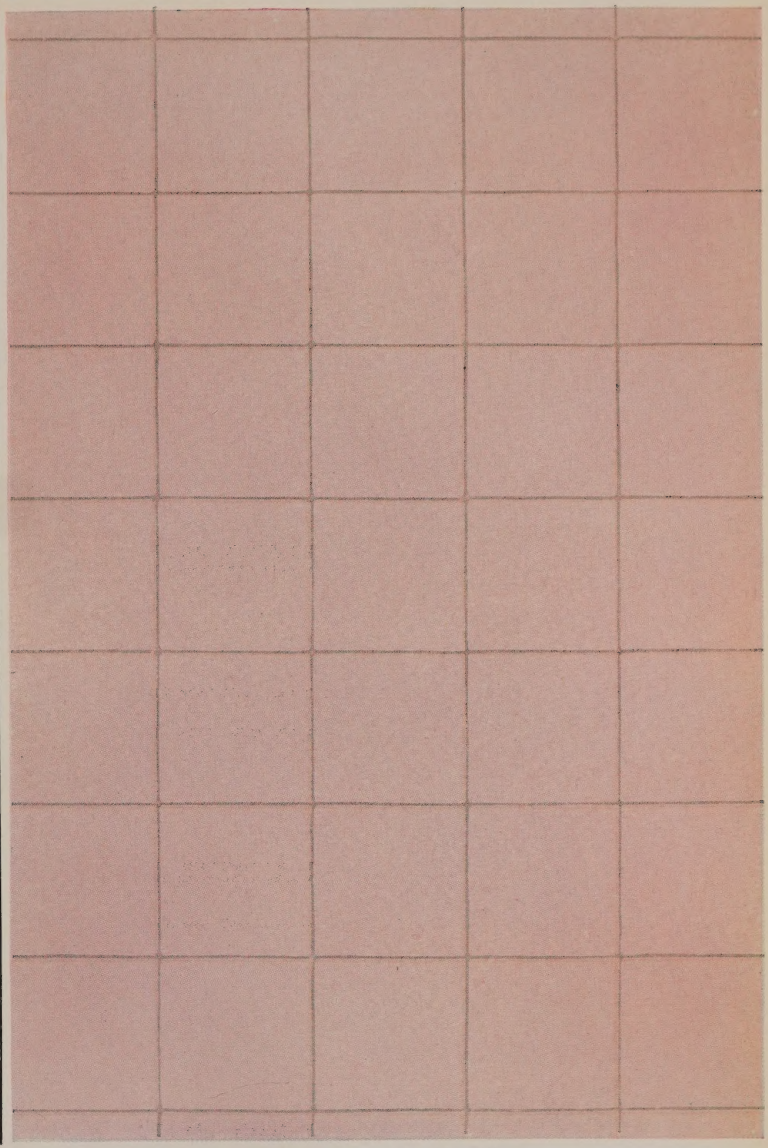
No. 810 White Linowall
48 inches wide
Code Word—LWNEN



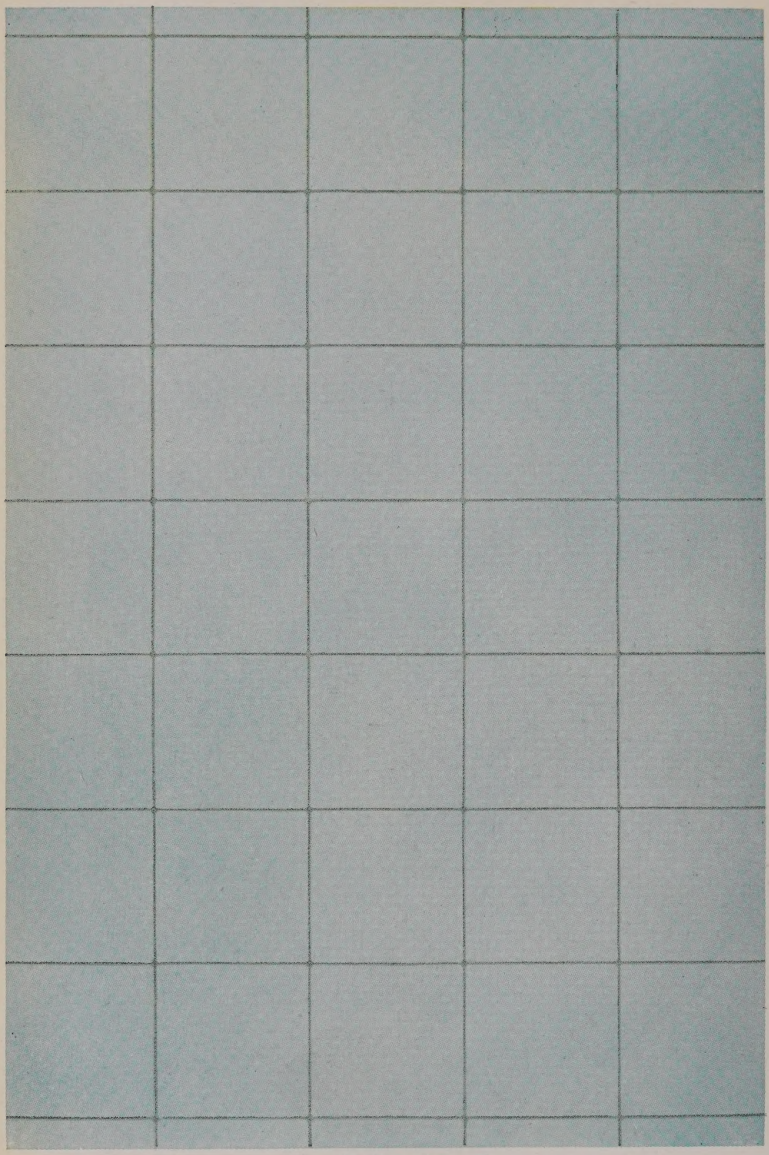
No. 812 Green Linowall
48 inches wide
Code Word—LWDJU



No. 813 Yellow Linowall
48 inches wide
Code Word—LWDKE



No. 814 Orchid Linowall
48 inches wide
Code Word—LWDMA



No. 815 Blue Linowall
48 inches wide
Code Word—LWDOF

HOW TO INSTALL ARMSTRONG'S LINOWALL*

1. Remove paint, paper, etc., and repair cracks and holes with patching plaster. Round inside corners to $\frac{3}{8}$-inch radius with plaster or corner fillet. Make sure all plaster is dry.

2. After cutting the Linowall, spread the paste as shown at the right. Then roll paste (left) to remove ridges and develop tackiness. Apply paste for but one width at a time.

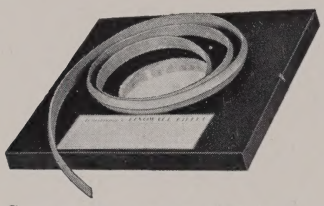
3. Hang Linowall at the top and work towards the floor. Smooth well with hands to expel entrapped air and assure tight adhesion. Then apply paste for next piece.

4. Seams should be tightly butted or lap-cut, depending on pattern used. For lapped seams cut through both pieces at once, using straightedge or chalk line for a guide.

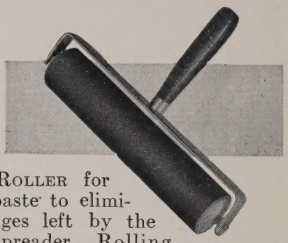
*Complete manual of instruction on hanging Linowall is available on request.

ARMSTRONG'S LINOWALL SUNDRIES

BELOW are Armstrong's special tools, moldings, and other sundries for installing Linowall. Some sundries needed for laying linoleum (pages 12 and 13) are also required for Linowall. Others can be purchased at any hardware store.

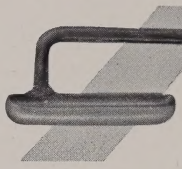


CORNER FILLET. Applied in inside corners to build them up to the required radius.

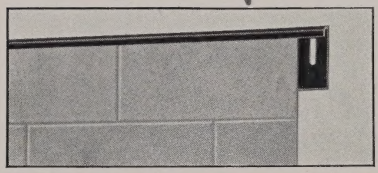


PASTE ROLLER for rolling paste to eliminate ridges left by the paste spreader. Rolling also develops greater tackiness.

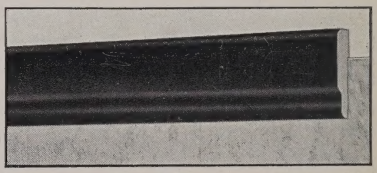
FILLET FORMING TOOL for rolling and shaping fillet strip after it has been pasted in the corner.



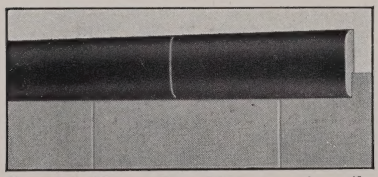
INSIDE CORNER FORMING TOOL. Used to shape patching plaster to the required 3/8-inch radius in inside corners.



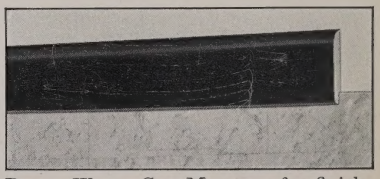
METAL CAP STRIP, an unobtrusive trim supplied in 6-foot lengths, four to a package. Colors: ivory, blue, orchid, green, brown, black, and chromium.



LINOTILE CAP MOLDING for marble patterns. Supplied in 3-foot lengths, six to a package. Colors: black, dark brown, black marble, and white marble.



SCORED WOOD CAP MOLDING for tile patterns. Supplied in 9-foot lengths, two to a package. Colors: white, green, blue, yellow, and orchid.



PLAIN WOOD CAP MOLDING for finishing marble patterns particularly. Supplied in 9-foot lengths, two to a package. Colors: black and white.

SUGGESTED BORDER TREATMENTS

To assist you in planning suitable border treatments, the Armstrong Bureau of Interior Decoration has made up this list of suggested combinations for all of the patterns in Armstrong's Plain, Jaspé, Marbelle, and Inlaid Linoleum.

PLAIN LINOLEUM

Pattern	Border	Linostrips	
20	46	5/8"—41	1 1/2"—28
	25		5/8"—23
21	21	1 1/2"—42	5/8"—23
	27	5/8"—48	5/8"—41
22	22	5/8"—48	5/8"—23
	27		1 1/2"—40
23	27	1 1/2"—23	5/8"—27
	20		1 1/2"—28
25	47		5/8"—23
	46	1 1/2"—20	5/8"—28
26	43		1 1/2"—47
	25	1 1/2"—22	5/8"—41
27	27	1 1/2"—42	5/8"—48
	27		1 1/2"—28
28	46		1 1/2"—20
	29	1 1/2"—40	5/8"—29
29	46	1 1/2"—25	5/8"—23
	27		1 1/2"—41
40	27	5/8"—40	1 1/2"—26
	40		1 1/2"—23
41	28	1 1/2"—20	5/8"—46
	27		5/8"—48
42	21		1 1/2"—23
	27	5/8"—41	1 1/2"—48
43	29		5/8"—40
	47	1 1/2"—28	5/8"—23
46	46	1 1/2"—42	5/8"—48
	43		1 1/2"—28
47	27	5/8"—48	5/8"—26
	47		1 1/2"—28
48	46	1 1/2"—25	5/8"—41
	22	5/8"—23	1 1/2"—26

JASPÉ LINOLEUM

010	27	1 1/2"—42	5/8"—27
	47		1 1/2"—23
011	21	1 1/2"—42	5/8"—23
	19		5/8"—21
012	47	1 1/2"—010	5/8"—43
	22		5/8"—40
12	26		5/8"—46
	46	1 1/2"—25	5/8"—41
13	26	1 1/2"—22	5/8"—27
	42		1 1/2"—48
14	47		1 1/2"—26
	25	1 1/2"—43	5/8"—27
15	22	1 1/2"—29	5/8"—41
	47		1 1/2"—25
16	20	1 1/2"—28	5/8"—46
	21		1 1/2"—42
17	46		1 1/2"—40
	27	1 1/2"—41	5/8"—48
18	29	1 1/2"—48	5/8"—23
	27		1 1/2"—25
19	21	1 1/2"—42	5/8"—23
	27	1 1/2"—011	5/8"—27

MARBELLE INLAID

01	27	5/8"—26	1 1/2"—25
	017		1 1/2"—27
02	02		1 1/2"—03
	27	1 1/2"—42	5/8"—48

MARBELLE INLAID (continued)

Pattern	Border	Linostrips	
03	22	1 1/2"—40	5/8"—27
	02		1 1/2"—018
05	46	1 1/2"—09	5/8"—25
	20		5/8"—27
06	21		1 1/2"—08
	27	1 1/2"—23	5/8"—27
07	47	1 1/2"—29	5/8"—48
	29		5/8"—46
08	06		1 1/2"—03
	42	5/8"—23	5/8"—47
09	20	1 1/2"—05	5/8"—46
	017		5/8"—27
017	25	1 1/2"—27	5/8"—23
	02		1 1/2"—01
018	22	5/8"—23	5/8"—27
	29	5/8"—48	1 1/2"—40
019	27	5/8"—40	5/8"—48
	02	1 1/2"—41	5/8"—23
020	02	5/8"—25	
	02 or 27	1 1/2"—23	5/8"—42

HANDMADE MARBLE INLAID HEAVY (1/8") GAUGE

61	017		1 1/2"—27
	27	1 1/2"—25	5/8"—27
62	47		1 1/2"—22
	27	1 1/2"—26	5/8"—25
70	27		1 1/2"—23
	27	5/8"—40	1 1/2"—27
73	02	1 1/2"—018	5/8"—03
	27		1 1/2"—22
85	47		1 1/2"—28
	47	1 1/2"—26	5/8"—25
89	89		1 1/2"—28
	27	1 1/2"—22	5/8"—23
90	46	5/8"—20	5/8"—28
	27		1 1/2"—25
152	27	1 1/2"—28	5/8"—27
	02	1 1/2"—03	5/8"—25
160	02	1 1/2"—09	5/8"—02
	27		1 1/2"—28
161	27		5/8"—48 or 41
	02		1 1/2"—09
162	27		5/8"—48 or 41
	02		1 1/2"—09

PARQUETRY INLAID HEAVY (1/8") GAUGE

520	17		

EMBOSSED INLAID HEAVY (1/8") GAUGE

6018	27		1 1/2"—25
	25	1 1/2"—26	5/8"—27
6028	27		1 1/2"—25
	25	1 1/2"—26	5/8"—27
6061*	27		
	25	1 1/2"—20	5/8"—27
6120*	43	1 1/2"—22	5/8"—28
6180	46	1 1/2"—26	5/8"—25
	20	5/8"—26	1 1/2"—28

*Can also be used without border.

EMBOSSED INLAID HEAVY (⅛") GAUGE (continued)

Pattern	Border	Linostrips	
6181	21	1½"—28	⅝"—42
	21	1½"—26	
6182	27	1½"—42	⅝"—43
	20	1½"—25	⅝"—28
6240	47		1½"—25
	27	1½"—25	⅝"—26
6241	29	⅝"—23	1½"—26
	22		⅝"—41
6242	42		
	42	⅝"—41	⅝"—21
6252*	20		1½"—25
	25	1½"—22	⅝"—27
6253*	42	⅝"—40	1½"—26
	27	⅝"—48	1½"—41
6260	25	1½"—26	⅝"—23
	27		1½"—25
6271	25	1½"—27	⅝"—26
6280*	46	1½"—20	⅝"—28
6283*	46		1½"—25
6290*	21		⅝"—26
	21	1½"—26	⅝"—23
6291*	25	1½"—28	⅝"—26
	25		⅝"—26
6292*	27		
	27	1½"—41	⅝"—42
6300*	20	⅝"—41	1½"—28
6310	27	1½"—26	⅝"—25
	25		⅝"—27
16003*	27		
	25		1½"—22

STRAIGHT LINE INLAID HEAVY (⅛") GAUGE

246	02		
	27		⅝"—26
247	02		⅝"—40
	27	⅝"—23	1½"—48
356	02		1½"—23
	03		⅝"—27
411	27	1½"—23	⅝"—27
	27		⅝"—any bright color
415	29	1½"—07	⅝"—29
	29	⅝"—25	⅝"—27
550	27		
	27		1½"—42
551	02		
	27	1½"—28	⅝"—25
552	05		1½"—27
	46	1½"—20	⅝"—25
572	05		1½"—42
	27	⅝"—20	1½"—42
590	46		1½"—25
	20	⅝"—23	1½"—27
601	27		⅝"—40
	47	⅝"—23	1½"—22
602	05	1½"—01	⅝"—25
610	02	1½"—08	⅝"—03
	08		1½"—27
611	05	⅝"—27	1½"—09
	09		1½"—05
612	02	1½"—40	⅝"—23
	09	⅝"—27	1½"—40
620	02		1½"—018
	27		1½"—22

STRAIGHT LINE INLAID HEAVY (⅛") GAUGE (continued)

Pattern	Border	Linostrips	
630	02		1½"—018
	27		1½"—22
631	019	1½"—05	⅝"—09
	019		⅝"—40
632	019	1½"—05	⅝"—09
	20		⅝"—23
13020	02		1½"—03
	27	⅝"—23	1½"—27
13021	27	⅝"—23	1½"—27
	06		1½"—03
13131	02		
	27	⅝"—23	1½"—22

EMBOSSED INLAID MEDIUM GAUGE

3251	27		
	43	1½"—22	⅝"—25
3270	20		⅝"—27
	22	⅝"—23	⅝"—25
3280	21		
	21	1½"—25	⅝"—27
3281	20		
	20		⅝"—46
3290	25		⅝"—42
	20	1½"—25	⅝"—27
3291*	22	1½"—42	⅝"—29
3292	21		
	42		⅝"—41
3300*	22		⅝"—27
	43	1½"—22	⅝"—23
3301*	20		⅝"—27
	25	1½"—20	⅝"—22
3302*	21		⅝"—27
	22	1½"—21	⅝"—40
3311*	27		
	25	1½"—20	⅝"—27
3320	46		⅝"—23
	20		
3330*	22	1½"—23	⅝"—42
	22		⅝"—41
3331*	20		⅝"—41
	25		⅝"—27

STRAIGHT LINE INLAID MEDIUM GAUGE

14011	02	1½"—03	⅝"—06
	27		
14153	21		
	21		1½"—42
14160	27		
	08		⅝"—27
14180	20	1½"—27	⅝"—25
	22		1½"—42
14181*	27		
	02		1½"—40
14182	27		
	06		1½"—27
14190*	27		
	03	1½"—42	⅝"—41
14191	46		
	05		1½"—09
14210	02		1½"—42
	27		⅝"—25
14213	019		
	25		
	02		1½"—41
	27		⅝"—20

*Can also be used without border.

STRAIGHT LINE INLAID MEDIUM GAUGE (continued)

Pattern	Border	Linostrips	
14220	019	1½"—09	⅝"—08
	27	⅝"—23	⅝"—41
14221	06		1½"—019
	27	1½"—23	⅝"—40
14222	02		1½"—018
	27		1½"—22
14223	08	1½"—019	⅝"—41
	27	1½"—23	⅝"—42
14230	25		⅝"—46
	017	⅝"—27	1½"—09
14231	019	1½"—41	⅝"—27
	08		⅝"—27

EMBOSSED INLAID STANDARD GAUGE

5350*	21	
	21	1½"—22
5351*	27	
	22	⅝"—27
5352*	22	⅝"—27
5354*	27	
	20	⅝"—27
5360	21	
5370*	22	
5372*	20	
5380	21	
	27	
5381*	27	
	20	⅝"—27
5382*	27	
	22	⅝"—27
5400	20	
	27	
5401	20	
	22	⅝"—21
5410	27	
5411	22	⅝"—27
	27	
5412	21	
	22	⅝"—27
5420	22	
	22	⅝"—21
5421	22	
5430	20	
	20	⅝"—27
5440	20	
5441	27	
	22	⅝"—27

STRAIGHT LINE INLAID STANDARD GAUGE

0286	27	
	02	
0287	21	
	22	
	08	
0306	02	
	27	⅝"—21
0371	27	⅝"—22
	22	1½"—21
	08	
0382	27	
	22	1½"—27
	20	1½"—27
	02	

STRAIGHT LINE INLAID STANDARD GAUGE (continued)

Pattern	Border	Linostrips	
0430	21		
	22		1½"—27
	08		
0431*	21		
	08		1½"—09
0450	02		
	27		
	22		⅝"—02 or 27
0451	21		
	27		
	08		⅝"—27
0460	02		
	20		⅝"—27
	02		1½"—09
0461	02		
	21		⅝"—27
0470	02		1½"—20
	21		
0471	27		1½"—20
	09		
0472	02		1½"—08
	27		1½"—20
0473	09		1½"—02
	27		1½"—20
0480	27		⅝"—22
	02		
0481	08		
	22		⅝"—21
0490	27		
	02		1½"—09
0491	02		1½"—09
	27	1½"—20	⅝"—21
0600	08		
	22	1½"—27	⅝"—22
0610	21		
	08		1½"—02
0611	21		
	02		
0620	21		
	08		1½"—09
0621	20		
	09		1½"—27
0622	20		
	09		1½"—02
0630	27		
	02	⅝"—20	⅝"—27
0631	27		
	20		1½"—27
	09		1½"—27
0632	08		⅝"—27
	27		
0700	27		

HANDCRAFT INLAID STANDARD GAUGE

9510*	21	
9550*	27	⅝"—20
9560*	22	⅝"—27
9561*	27	⅝"—20
9562	21	
	22	⅝"—27
9590*	20	⅝"—27
	27	
9591*	20	
9600*	20	⅝"—27

*Can also be used without border.

SUGGESTED FORM FOR PREPARING ESTIMATES

Linoleum Estimate Summary Sheet

Bidder's Name The John Smith Co. Date April 19, 1933

Bid to General Construction Co. Work for General Hospital

Address New York City Address Hagerstown, Maryland

Prepared by J. P. Smith Checked by R. F. Smith

Location of Job 318 North 4th Street Kind of Building Hospital

Kind of Base Concrete - Trowel Finish Method to Be Used Cemented Over Felt

To Be Laid When July 1, 1933 Take-off Sheets Attached Yes

Blue Print or Sketch Attached Yes

678	Sq. yds. Armstrong's Linoleum. Color or Pattern No. 20 Brown Gauge 3/16-inch	@ 1.22	$827.	16
8814 -	Lbs. Freight, Linoleum, from Lancaster, Pa.	@ .0051	44.	95
113 -	Gal. Armstrong's Linoleum Paste	@ .34	38.	42
1628 -	Lbs. Freight, Paste, from Lancaster, Pa.	@ .0043	7.	00
17 -	Gal. Armstrong's Waterproof Linoleum Cement	@ 1.09	18.	53
206 -	Lbs. Freight, Cement, from Lancaster, Pa.	@ .0043	.	89
675 -	Sq. Yds. Deadening Felt	@ .05	33.	75
1053 -	Lbs. Freight, Deadening Felt, from Lancaster, Pa.	@ .0034	3.	58
2½ -	Gal. Linogloss Wax	@ 2.53	6.	33
678 -	Sq. Yds. Labor, Laying Felt	@ .05	33.	90
678 -	Sq. Yds. Labor, Laying Linoleum	@ .25	169.	50
678 -	Sq. Yds. Labor, Applying Linogloss Wax	@ .01	6.	78
	Extra Labor, Preparing Sub-Floors	@		
	Extra Labor, Borders	@		
	Days' Board	@		
	Nights' Lodging	@		
	Miles Railroad Fare, two ways	@		
	Cartage and Storage	@		
	Miscellaneous	@		
	TOTAL		$1190.	79

Summary

Material and Labor Cost $ 1190.79

Overhead

Total Cost $1190.79

Profit 357.24

Total 1548.03

Bid $ $1548.03

Remarks:

CAREFUL estimates are essential to a reasonable profit on your jobs. The above form is suggested to help you to prepare accurate estimates on prospective installations. It provides space for entering all material costs, transportation charges, labor, and other expense items that may be incurred.

Shipping weights are given in the tables on pages 346-347.

TABLE FOR FIGURING LINOLEUM YARDAGE

Length Feet → / Width Feet ↓	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
6	4	4⅓	4⅔	5	5⅓	5⅔	6	6⅓	6⅔	7	7⅓	7⅔	8	8⅓	8⅔	9	9⅓	9⅔	10
6½	4⅓	4⅔	5⅙	5½	5⅚	6⅙	6½	7	7¼	7⅔	8	8⅓	8⅔	9⅙	9⅓	9¾	10⅙	10½	10⅚
7	4⅔	5⅙	5½	5⅚	6¼	6⅔	7	7½	7¾	8¼	8⅔	9	9⅓	9¾	10⅙	10½	11	11⅓	11⅔
7½	5	5½	5⅚	6¼	6⅔	7⅙	7½	8	8⅓	8¾	9⅙	9⅔	10	10½	10⅚	11¼	11⅔	12⅙	12½
8	5⅓	5⅔	6¼	6⅔	7⅙	7⅔	8	8½	9	9⅓	9⅚	10¼	10⅔	11⅙	11⅔	12	12½	13	13⅓
8½	5⅔	6⅙	6⅔	7⅙	7⅔	8⅙	8½	9	9½	10	10½	11	11⅓	11⅚	12½	12¾	13¼	13¾	14⅙
9	6	6½	7	7½	8	8½	9	9½	10	10½	11	11½	12	12½	13	13½	14	14½	15
9½	6⅓	7	7½	8	8½	9	9½	10⅙	10⅔	11⅙	11⅔	12⅙	12⅔	13¼	13¾	14¼	14⅔	15⅓	15⅚
10	6⅔	7¼	7¾	8⅓	9	9½	10	10⅔	11⅙	11⅔	12¼	12⅚	13⅓	14	14½	15	15⅔	16⅙	16⅔
10½	7	7⅔	8¼	8¾	9⅓	10	10½	11⅙	11⅔	12¼	12⅚	13½	14	14⅔	15⅙	15¾	16⅓	17	17½
11	7⅓	8	8⅔	9⅙	9⅚	10½	11	11⅔	12¼	12⅚	13½	14⅙	14⅔	15⅓	16	16½	17⅙	17¾	18⅓
11½	7⅔	8⅓	9	9⅔	10¼	11	11½	12⅙	12⅚	13½	14⅙	14¾	15⅓	16	16⅔	17¼	18	18⅔	19⅙
12	8	8⅔	9⅓	10	10⅔	11⅓	12	12⅔	13⅓	14	14⅔	15⅓	16	16⅔	17⅓	18	18⅔	19⅓	20
12½	8⅓	9⅙	9¾	10½	11⅙	11⅚	12½	13¼	14	14⅔	15⅓	16	16⅔	17½	18⅙	18¾	19½	20⅙	20⅚
13	8⅔	9⅓	10⅙	10⅚	11⅔	12⅓	13	13¾	14½	15⅙	16	16⅔	17⅓	18⅙	18⅚	19½	20¼	21	21⅔
13½	9	9¾	10½	11¼	12	12¾	13½	14¼	15	15¾	16½	17¼	18	18¾	19½	20¼	21	21¾	22½
14	9⅓	10⅙	11	11⅔	12½	13¼	14	14⅔	15⅔	16⅓	17⅙	18	18⅔	19½	20¼	21	21⅔	22⅔	23⅓
14½	9⅔	10½	11⅓	12⅙	13	13¾	14½	15⅓	16⅙	17	17¾	18⅔	19⅓	20⅙	21	21¾	22⅔	23½	24⅙
15	10	10⅚	11⅔	12½	13⅓	14⅙	15	15⅚	16⅔	17½	18⅓	19⅙	20	20⅚	21⅔	22½	23⅓	24⅙	25

How to Use the Yardage Table

THIS table does not include waste for matching pattern, and is figured for "two way" patterns, i.e., designs which are the same both across and along the goods.

Allow one-third yard to two yards extra for matching the pattern, depending on the size of the pattern and the number of seams. With one seam, a 6-inch pattern requires ⅓ yard extra for matching; a 9-inch pattern, ½ yard; a 12-inch pattern, ⅔ yard; an 18-inch pattern, 1 yard. With two seams, a 6-inch pattern requires ⅔ yard extra; a 9-inch pattern, 1 yard; a 12-inch pattern, 1⅓ yards; an 18-inch pattern, 2 yards.

Add the amount required for matching seams to the proper figure located where your "length" and "width" columns cross. This is the yardage required for the room.

TABLE FOR FIGURING 3¾-YARD FELT-BASE PIECE GOODS YARDAGE

	Actual	Approx.
3 inches equals	5/16 sq. yd.	¼ sq. yd.
6 inches equals	5/8 sq. yd.	½ sq. yd.
9 inches equals	15/16 sq. yd.	1 sq. yd.

1 ft. equals 1¼ sq. yds.	11 ft. equals 13¾ sq. yds.	21 ft. equals 26¼ sq. yds.
2 ft. equals 2½ sq. yds.	12 ft. equals 15 sq. yds.	22 ft. equals 27½ sq. yds.
3 ft. equals 3¾ sq. yds.	13 ft. equals 16¼ sq. yds.	23 ft. equals 28¾ sq. yds.
4 ft. equals 5 sq. yds.	14 ft. equals 17½ sq. yds.	24 ft. equals 30 sq. yds.
5 ft. equals 6¼ sq. yds.	15 ft. equals 18¾ sq. yds.	25 ft. equals 31¼ sq. yds.
6 ft. equals 7½ sq. yds.	16 ft. equals 20 sq. yds.	26 ft. equals 32½ sq. yds.
7 ft. equals 8¾ sq. yds.	17 ft. equals 21¼ sq. yds.	27 ft. equals 33¾ sq. yds.
8 ft. equals 10 sq. yds.	18 ft. equals 22½ sq. yds.	28 ft. equals 35 sq. yds.
9 ft. equals 11¼ sq. yds.	19 ft. equals 23¾ sq. yds.	29 ft. equals 36¼ sq. yds.
10 ft. equals 12½ sq. yds.	20 ft. equals 25 sq. yds.	30 ft. equals 37½ sq. yds.

SOAPS APPROVED FOR USE ON LINOLEUM

WASHING with soaps that are excessively alkaline or highly abrasive accounts for the great majority of complaints made by owners of linoleum.

Exhaustive tests made by an independent testing laboratory reveal that the soaps listed below can be used safely and satisfactorily on linoleum floors.

Acme Cork and Marble Soap
Acme Liquid Floor Cleaner
Alino Oil Soap
Baum's Linoleum & Household Soap
Briten-All
Briten-Zit
Bryte
Buckeye Pine Liquid Scrubbing Soap
Clean-O-Shine
Coro-Chem Liquid Cleaner
Dolco Pine Cleaner
DuBoy Neutraloid
Emerald
Flaxoap
Gloss-O-Sass
Household "Green Oil Soap"
Ivory
Klean-All
Kleanglow Cleaner and Polish
Klennitol
Klenol
Klean Pine
Klean-Shyne
Klenzol
Lino-San
Linsol Pine Scrub Soap
Liquid Pine Cleaner
Meteor Oil Soap
Midland Cleansoleum
Mobo Soap
Murphy's Oil Soap
Nu Gloss
Purg-All Compound
Puritan
Robot Sensational Soap
Sass-O-Glo
Scrubzol
Selco Oil Soap
Selig's Liquidizer Soap
Shine-All
Shine-Brite
Shine-Zit
Shyne Bright
Sinclair Soap
Soapeze
Sohio Oil Soap
Spark-O-Lene
Standard Oil Soap No. 4
State Oil Soap
Sudsoil
Surfa-Saver
Tileze "XX"
Treat Scrubbing Soap
Veg Oil Soap
Vesco
Vitalized Cleaner
Washzum Oil Soap
Zoleo

DECODING INDEX

Code Word	Pattern	Gauge, Width, or Size
AIEUG	5400	Stand.
AIEUW	5380	"
AIEVS	5401	"
AIEWA	5381	"
AIEWD	5410	"
AIEYR	5411	"
AIFAV	5420	"
AIFEW	5421	"
AIFIC	5430	"
AIFKU	5440	"
AIFKY	5382	"
AIFOB	5441	"
AIKEP	5412	"
AIOMBJU	5350	"
AIOMBKE	5351	"
AIOMBMA	5352	"
AIRUZ	5360	"
AISAZ	5370	"
AIWYT	5354	"
AIYAW	5372	"
AMASYSO	6018	Heavy
AMASZOR	6028	"
AMAZYOB	6061	"
AMELI	6253	"
AMENU	6283	"
AMEOH	6290	"
AMEPE	6291	"
AMERT	6292	"
AMFOR	6271	"
AMIHZYK	6120	"
AMIUM	6180	"
AMIVI	6181	"
AMJAW	6300	"
AMJEZ	6310	"
AMJOK	6182	"
AMOLVTA	6240	"
AMOLVUD	6241	"
AMOLVYP	6242	"
AMOLWIP	6260	"
AMOMBGY	6252	"
AMPFU	6280	"
ASATATZ	411	"
ASCYK	415	"
ASDTO	247	"
ASDUX	572	"
ASDYM	610	"
ASEAN	611	"
ASEEJ	612	"
ASFAX	551	"
ASIBLOZ	356	"
ASICACH	246	"
ASISTSI	550	"
ASKAT	620	"
ASKEY	630	"
ASKIJ	631	"
ASKLO	632	"
ASOLVAR	590	"
ASTTI	601	"
ASTUC	602	"
ASTWO	552	"
BEEMP	3292	Med.
BEFAK	3300	"
BEFBA	3301	"
BEFEX	3302	"
BEFIC	3311	"
BEJIX	3320	"
BEJOV	3330	"
BEJUL	3331	"
BEOLWUZ	3251	"
BEPVO	3270	"
BEPXI	3280	"
BEPYF	3281	"
BERAL	3290	Med.
BEREN	3291	"
DAIBULV	13020	Heavy
DAIBUNC	13021	"
DAIRPJU	13131	"
DBFEV	14180	Med.
DBGBI	14191	"
DBGEZ	14210	"
DBGIX	14213	"
DBHOX	14221	"
DBHUZ	14222	"
DBHYB	14223	"
DBIAM	14230	"
DBIBU	14231	"
DBIBYKO	14011	"
DBISULU	14153	"
DBISUME	14160	"
DBKNI	14220	"
DBUCO	14190	"
DBUED	14182	"
DBUGU	14181	"
DEITOGA	21070	2 yds.
DEOMAKU	21070	3 yds.
DEOMALC	21070	$3\frac{3}{4}$ yds.
DMFRY	9591	Stand.
DMFUM	9560	"
DMFWI	9600	"
DMFYF	9590	"
DMFYL	9561	"
DMGAW	9562	"
DMIVCIS	9510	"
DMSER	9550	"
DSAEY	0611	"
DSGOV	0306	"
DSGUL	0460	"
DSGYG	0480	"
DSGYR	0461	"
DSHAL	0481	"
DSHEN	0490	"
DSHIP	0491	"
DSHYZ	0632	"
DSICAVU	0286	"
DSISVRE	0287	"
DSJIN	0700	"
DSOLVOM	0371	"
DSOMAOD	0382	"
DSUIM	0430	"
DSUJI	0431	"
DSXIN	0470	"
DSXOC	0471	"
DSXSA	0472	"
DSYBI	0450	"
DSYEZ	0451	"
DSYZE	0473	"
DSZDA	0600	"
DSZEW	0610	"
DSZGE	0620	"
DSZIR	0621	"
DSZOZ	0622	"
DSZTI	0630	"
DSZUC	0631	"
EPAAT	8671	4 yds.
EPAED	8632	2 yds.
EPAGU	8632	4 yds.
EPAHT	8641	2 yds.
EPAIM	8641	4 yds.
EPBOW	8651	2 yds.
EPBUR	8651	4 yds.
EPBYG	8630	2 yds.
EPCAJ	8631	"
EPCDA	8640	"
EPEBMYD	8217	"
EPGUP	8630	4 yds.
EPGVY	8631	"
EPHAT	8620	2 yds.
EPHEY	8620	4 yds.
EPICLOF	8496	2 yds.
EPICLYZ	8496	4 yds.
EPIPSYV	8526	2 yds.
EPIPTAN	8526	4 yds.
EPVYB	8660	2 yds.
EPXUF	8670	"
EPYAV	8670	4 yds.
EPYFO	8640	"
EPZVU	8642	2 yds.
EPZWO	8642	4 yds.
EPZYK	8671	2 yds.
FBCZU	21073	3 yds.
FBDAD	21073	$3\frac{3}{4}$ yds.
FBEPS	2590	$3\frac{3}{4}$ yds.
FBERN	2591	3 yds.
FBERO	21072	2 yds.
FBESM	2591	$3\frac{3}{4}$ yds.
FBEUF	2700	2 yds.
FBEUT	21072	3 yds.
FBEWS	2701	2 yds.
FBEWU	21072	$3\frac{3}{4}$ yds.
FBEYZ	2702	2 yds.
FBFET	2470	3 yds.
FBFOY	2470	$3\frac{3}{4}$ yds.
FBHUH	2590	2 yds.
FBHYT	2365	2 yds.
FBIAP	2470	2 yds.
FBICI	2660	3 yds.
FBICYFE	2372	2 yds.
FBIEB	2660	$3\frac{3}{4}$ yds.
FBIFA	2471	2 yds.
FBIGO	2661	3 yds.
FBIIF	2661	$3\frac{3}{4}$ yds.
FBIJE	2471	3 yds.
FBIKO	2471	$3\frac{3}{4}$ yds.
FBIMD	2680	2 yds.
FBINZ	2690	"
FBIOJ	2651	"
FBIPU	2660	"
FBIRC	2661	"
FBITU	2681	"
FBKAZ	2702	3 yds.
FBKBY	2702	$3\frac{3}{4}$ yds.
FBKNI	2701	3 yds.
FBKOS	2701	$3\frac{3}{4}$ yds.
FBOEZ	2590	3 yds.
FBOMI	2591	2 yds.
FBONY	2640	"
FBOOD	2641	"
FBORR	2641	3 yds.
FBOUN	2641	$3\frac{3}{4}$ yds.
FBVZA	2671	2 yds.
FBYCA	2385	"
FBYHU	2602	"
FBYLB	2650	"
FBYMS	21073	"
FRAIX	4008	$11\frac{1}{4}$x12
FRAKA	4008	$11\frac{1}{4}$x15
FRALB	4250	6x9
FRAMS	4250	$7\frac{1}{2}$x9
FRANK	4250	9x$10\frac{1}{2}$
FRAOV	4250	9x12
FRAPY	4250	$11\frac{1}{4}$x12
FRARG	4250	$11\frac{1}{4}$x15
FRAYVIZ	4006	6x9
FRAYWEV	4006	$7\frac{1}{2}$x9
FRAYXAD	4006	9x$10\frac{1}{2}$
FRAYXUS	4006	9x12
FRCBE	4300	6x9
FRCDI	4300	$7\frac{1}{2}$x9
FRCEP	4300	9x$10\frac{1}{2}$
FRCFY	4300	9x12
FRCIZ	4300	$11\frac{1}{4}$x12
FRCOW	4300	$11\frac{1}{4}$x15
FREOC	4330	$11\frac{1}{4}$x12
FRERX	4330	$11\frac{1}{4}$x15
FRFIJ	4290	6x9
FRFLO	4290	$7\frac{1}{2}$x9
FRFON	4290	9x$10\frac{1}{2}$
FRFRU	4290	9x12
FRFUH	4290	$11\frac{1}{4}$x12
FRFYS	4290	$11\frac{1}{4}$x15
FRGAV	4330	9x12
FRGHO	11552	6x9
FRGIB	11552	$7\frac{1}{2}$x9
FRGNY	11552	9x$10\frac{1}{2}$
FRGOD	11552	9x12
FRGUN	11562	6x9
FRHAM	11562	$7\frac{1}{2}$x9
FRHBU	11562	9x$10\frac{1}{2}$
FRHEK	11562	9x12
FRIAX	4320	$11\frac{1}{4}$x12
FRIBFRI	4006	9x9
FRIBS	4320	$11\frac{1}{4}$x15
FRIGI	4040	9x15
FRIGUCS	4006	9x15
FRIMA	4250	9x15
FRINU	4320	9x9
FRIPO	4320	9x15
FRISH	4330	9x9
FRIUM	4330	9x15
FRIWOYF	4008	6x9
FRIWUBY	4008	$7\frac{1}{2}$x9
FRIWUDU	4008	9x9
FRIWUIM	4008	9x$10\frac{1}{2}$
FRIWUOS	4008	9x12
FRIWUZO	4008	9x15
FRIWYHE	4009	6x9
FRIWYOZ	4009	$7\frac{1}{2}$x9
FRIWYSU	4009	9x9
FRIXAPT	4009	9x$10\frac{1}{2}$
FRIXBAR	4009	9x12
FRIXGUB	4006	$11\frac{1}{4}$x12
FRIXHAY	4006	$11\frac{1}{4}$x15
FRNIM	4040	9x9
FRNOB	4040	$11\frac{1}{4}$x12
FRNUK	4040	$11\frac{1}{4}$x15
FRNYN	4250	9x9
FROBO	4310	6x9
FROCE	4310	$7\frac{1}{2}$x9
FRODS	4310	9x$10\frac{1}{2}$
FROER	4310	9x12
FROGDOT	4009	9x15
FROHM	4320	6x9
FROIP	4320	9x12
FROIV	4320	$7\frac{1}{2}$x9
FROKI	4320	9x$10\frac{1}{2}$
FRONF	4321	6x9
FROOL	4321	$7\frac{1}{2}$x9
FRORB	4321	9x$10\frac{1}{2}$
FROSA	4260	6x9
FROSK	4321	9x12
FROTH	4330	6x9
FROUF	4260	$7\frac{1}{2}$x9
FROUG	4330	$7\frac{1}{2}$x9
FROVY	4330	9x$10\frac{1}{2}$
FROWS	4260	9x$10\frac{1}{2}$
FROYZ	4260	9x12
FROZO	4260	$11\frac{1}{4}$x12
FRPAK	4260	$11\frac{1}{4}$x15

Code Word	Pattern	Gauge, Width, or Size
FRPVI	11550	6x9
FRPYL	11550	7½x9
FRTAF	11550	9x10½
FRTAY	4290	9x9
FRTDE	11550	9x12
FRTEC	11551	6x9
FRTEH	4290	9x15
FRTHA	11551	7½x9
FRTIL	11551	9x10½
FRTMO	11551	9x12
FRTOG	11560	6x9
FRTSU	11560	7½x9
FRTTY	11560	9x10½
FRTUP	11560	9x12
FRTYV	11561	6x9
FRTZI	11561	7½x9
FRUAY	11561	9x10½
FRUEH	11561	9x12
FRYEG	4040	6x9
FRYHO	4040	7½x9
FRYIB	4040	9x10½
FRYKU	4040	9x12
LFEIR	18080	2 yds.
LFELG	18081	"
LFOJWOZ	18010	"
LFOMBAB	18060	"
LFOMBEL	18061	"
LFOMBFI	18070	"
LWDJU	812	48"
LWDKE	813	"
LWDMA	814	"
LWDOF	815	"
LWHUF	743	2 yds.
LWITZ	700	1 yd.
LWIUB	700	2 yds.
LWIVO	701	1 yd.
LWIWE	701	2 yds.
LWIXI	702	1 yd.
LWIYF	702	2 yds.
LWJIT	720	1 yd.
LWJUS	720	2 yds.
LWKAS	721	1 yd.
LWKET	721	2 yds.
LWKOY	722	1 yd.
LWKRE	722	2 yds.
LWLAF	723	1 yd.
LWLEC	723	2 yds.
LWLOG	735	1 yd.
LWLUP	735	2 yds.
LWLYV	736	1 yd.
LWMAB	736	2 yds.
LWMID	740	"
LWMUX	741	"
LWNAL	742	"
LWNEN	810	48"
LWVEN	703	1 yd.
LWVIP	703	2 yds.
LWZAJ	900	"
MAAWAEL	02	Heavy
MAAWALT	03	"
MABUX	02	Med.
MABYM	03	"
MACEZ	05	Heavy
MACHU	05	Med.
MACIX	06	Heavy
MAEBAMP	90	"
MAESY	06	Med.
MAEUJ	07	Heavy
MAEZT	07	Med.
MAHFE	018	Heavy
MAHGI	018	Med.
MAHIN	019	Heavy
MAHOC	019	Med.
MAIBOMP	61	Heavy
MAIBOPF	62	"
MAIHFAX	73	"
MAIPU	017	"
MAIRC	017	Med.
MAIZDYR	85	Heavy
MAKTE	020	"
MAKUL	020	Med.
MAMXIM	70	Heavy
MAOLTOT	152	"
MASOL	160	"
MASPA	161	"
MASUG	162	"
MASYC	01	"
MATAJ	01	Med.
MATDA	08	Heavy
MATEW	09	"
MATGE	08	Med.
MATIR	09	"
MAUYC	02	Stand.
MAXBA	020	"
MAYNY	08	"
MAYOD	09	"
MAZMAS	89	Heavy
MFOJSAN	30000	2 yds.
MFOJSEJ	30000	3 yds.
MFOJSIS	30000	3¾ yds.
OATABS	13	3/16"
OATACK	16	"
OAVVAC	25	"
OAVVEZ	25	1/8"
OAVYGE	25	6 mm
OBEIB	20	1/8"
OBELF	21	"
OBENZ	22	"
OBMEK	14	"
OBMUM	14	Med.
OBODS	23	1/8"
OBOFU	23	Med.
OBYFF	40	1/8"
OBYJE	40	Med.
OBYLG	41	1/8"
OBYOB	41	Med.
OBYSP	42	1/8"
OBYUX	42	Med.
OBYXO	43	1/8"
OBZAR	43	Med.
OCAEB	46	1/8"
OCAIF	46	Med.
OCAMM	47	1/8"
OCHOX	27	6 mm
ODQUO	31	1/4"
ODREV	32	"
OFKIT	25	Med.
OFVID	48	1/8"
OFWER	010	"
OFWOP	010	Med.
OFXOD	011	1/8"
OFYLK	011	Med.
OFZIN	012	1/8"
OFZUB	012	Med.
OLTES	19	3/16"
OMPEX	46	"
OTAAL	13	1/8"
OTACT	13	Med.
OTADU	15	3/16"
OTAEN	15	1/8"
OTAIP	15	Med.
OTAKS	16	1/8"
OTALF	16	Med.
OTAMM	17	3/16"
OTAOX	17	1/8"
OTAPO	17	Med.
OTARV	18	1/8"
OTASI	18	Med.
OTAUZ	19	1/8"
OTAWY	19	Med.
OTAYB	27	Stand.
OTAZA	12	3/16"
OTBAY	12	1/8"
OTBEH	12	Med.
OVMEV	27	1/8"
OVOZI	20	6 mm
OVRAT	22	"
OVREY	21	"
OVRIJ	20	3/16"
OVRON	22	"
OVRUH	21	"
OVTAN	20	Med.
OVTEJ	22	"
OVTHY	21	"
OVUTA	20	Stand.
OVUVE	22	"
OVYAG	21	"
OWEAV	26	1/8"
OWEKU	28	"
OWELC	29	"
OWFAD	27	3/16"
OWFEP	27	Med.
OWFYG	29	"
PKANKGO	520	Heavy
QRAAW	4870	9x10½
QRABI	4870	9x12
QRADD	4890	6x9
QRAEX	4890	7½x9
QRAFO	4890	9x10½
QRAHU	4890	9x12
QRAIJ	4530	3x6
QRALO	4530	4½x6
QRANI	4530	6x6
QRAON	4510	11¼x12
QRARP	4880	6x9
QRARU	4510	11¼x15
QRASE	4880	7½x9
QRAUH	4530	6x9
QRAUK	4880	9x10½
QRAWL	4880	9x12
QRAXA	4530	7½x9
QRAYS	4530	9x10½
QRBAH	4530	9x12
QRBER	4850	6x9
QRBES	4810	9x9
QRBIV	4850	7½x9
QRBKI	4850	9x10½
QRBOL	4850	9x12
QRBOT	4540	6x9
QRBPA	4850	11¼x12
QRBRA	4540	7½x9
QRBUG	4850	11¼x15
QRBUY	4540	9x10½
QRBVY	4851	6x9
QRBXU	4851	7½x9
QRBYC	4851	9x10½
QRCAD	4851	9x12
QRCAY	4540	9x12
QRCEH	4520	6x9
QRCLA	4520	7½x9
QRCOS	4520	9x10½
QRCRO	4520	9x12
QRCUT	4831	9x9
QRDAD	4530	18x36
QRDEP	4530	3x4½
QRDIZ	4520	18x36
QRDOW	4520	3x4½
QRDUR	4520	3x6
QRDYG	4530	11¼x12
QREAD	4833	6x9
QREAM	4530	11¼x15
QREBE	4833	7½x9
QREBU	4520	9x9
QRECY	4520	9x15
QREDI	4833	9x10½
QREEK	4520	11¼x12
QREEP	4833	9x12
QREFE	4520	11¼x15
QREGH	4850	9x9
QREGI	4930	11¼x12
QREHN	4851	9x9
QREIN	4930	11¼x15
QREIZ	4852	6x9
QREKT	4852	7½x9
QRELM	4852	9x10½
QREMB	4852	9x12
QRENC	4930	6x9
QREOW	4930	7½x9
QREPF	4930	9x10½
QRERL	4930	9x12
QRESO	4940	6x9
QRETS	4940	7½x9
QREUR	4940	9x10½
QREVA	4940	9x12
QREVU	4820	18x36
QREWO	4820	3x4½
QREYG	4950	6x9
QREYK	4820	3x6
QREZU	4950	7½x9
QREZY	4830	18x36
QRFAT	4830	3x4½
QRFEY	4830	3x6
QRFRY	4950	9x10½
QRFYT	4950	9x12
QRGKA	4530	9x9
QRGOW	4530	9x15
QRGVO	4810	9x15
QRGWE	4820	9x9
QRGYB	4820	9x15
QRGZY	4831	9x15
QRHUY	4850	9x15
QRIEK	4851	9x15
QRIES	4820	6x9
QRIFY	4890	9x9
QRILU	4820	7½x9
QRIMA	4930	9x9
QRINE	4820	9x10½
QRINU	4930	9x15
QRIOT	4820	9x12
QRIRA	4820	11¼x12
QRIRM	4851	11¼x12
QRISH	4851	11¼x15
QRIXO	4820	11¼x15
QRJOM	4500	6x9
QRJUD	4500	7½x9
QRJYP	4500	9x10½
QRKAH	4500	9x12
QRKES	4850	18x36
QRKLU	4850	3x4½
QRKNE	4850	3x6
QRKOT	4851	18x36
QRKRA	4851	3x4½
QRKXO	4851	3x6
QRMIT	4881	6x9
QRMRI	4881	7½x9
QRMUS	4881	9x10½
QRMXY	4881	9x12
QRNIY	4910	6x9

Code Word	Pattern	Gauge, Width, or Size
QROAS	4910	7¼x9
QROLZAC	4810	6x9
QROLZBA	4810	7½x9
QROLZEX	4810	9x10½
QROLZFU	4810	9x12
QROOY	4910	9x10½
QRORE	4910	9x12
QROYX	4890	18x36
QROZE	4890	3x4½
QRRAC	4890	3x6
QRREM	4890	9x15
QRRIH	4890	11¼x12
QRROP	4890	11¼x15
QRULS	4810	11¼x12
QRUNA	4810	11¼x15
QRUOB	4831	18x36
QRURP	4831	3x4½
QRUSE	4831	3x6
QRUUK	4830	6x9
QRVAY	4830	7½x9
QRVEH	4830	9x10½
QRVIW	4830	9x12
QRVLA	4831	11¼x12
QRVOS	4831	11¼x15
QRVRO	4831	6x9
QRVUT	4831	7¼x9
QRWAF	4831	9x10½
QRWEC	4831	9x12
QRWEY	4501	6x9
QRWHE	4501	7½x9
QRWIJ	4501	9x10½
QRWON	4501	9x12
QRWUH	4510	6x9
QRWYS	4510	7½x9
QRXAG	4530	4½x4½
QRXAM	4510	9x10½
QRXBU	4510	9x12
QRXCY	4920	6x9
QRXEK	4920	7½x9
QRXFE	4920	9x10½
QRXGI	4920	9x12
QRYOV	4832	6x9
QRYPY	4832	7½x9
QRYRG	4832	9x10½
QRYST	4832	9x12
QRZUR	4870	6x9
QRZYG	4870	7½x9
RBASNOP	50	24″
RBASOAP	50	36″
RBASOEJ	51	24″
RBASOHI	51	36″
RBASONC	52	24″
RBASOPS	52	36″
RBASOWK	54	24″
RBASOYG	54	36″
RBAVAPY	50	2 yds.
RBAVARZ	52	“
RBAVATO	55	“
RBEXE	55	36″
SCCIR	P210	24″
SCECAPH	S132	“
SCGOW	P230	36″
SCGUR	P231	“
SCIBJAN	S133	24″
SCIBNOK	P200	“
SCIXHOT	S134	“
SCJAR	P220	“
SCWAT	P221	“
SHOP	100	“
TEOCFIL	16003	Heavy
TFAJI	12230	2 yds.
TFALS	12230	3 yds.
TFANA	12230	3¾ yds.
TFAOB	12231	2 yds.
TFCTI	12221	“
TFCYR	12200	3 yds.
TFDAS	12200	3¾ yds.
TFDEL	12231	3 yds.
TFDFI	12231	3¾ yds.
TFETI	12221	3¼ yds.
TFGAD	12232	3 yds.
TFGET	12260	2 yds.
TFGEX	11051	3 yds.
TFGIV	11052	“
TFGIZ	12232	3¾ yds.
TFGOY	11051	2 yds.
TFGRE	11052	“
TFHZO	12250	“
TFIAH	12200	“
TFIDY	12250	3 yds.
TFIEV	12250	3¾ yds.
TFILK	12251	2 yds.
TFIUV	12232	“
TFJYR	12240	“
TFKIT	12261	“
TFOXT	12221	3 yds.
TFPDY	12222	“
TFPEV	12222	3¾ yds.
TFPKO	11060	2 yds.
TFPTU	11080	“
TFPUM	11081	“
TFYMI	11061	“
TFYNK	12222	“

QUESTIONS, ANSWERS, AND SUNDRIES

Questions — Code Word

How soon can you ship? ... OBAAZ
How many rolls can you furnish? ... OBADA
Can you supply if wanted? ... OBDLI
Can you furnish and at what price? ... OBEBT

Answers

Can ship immediately ... IZGUX
Have shipped by freight on ... IZIGN
Have shipped by express on ... IZIKT
Cannot ship at present but expect to be able about ... IZKIR

Miscellaneous

Wire if you can supply or not ... OBAHO
Write if you can supply or not ... OBAJE
If you cannot supply at once wire fully ... OBALC
If you cannot supply at once write fully ... OBANJ
Send rolls nearest to quantity ordered ... OBARN
Start tracer for shipment of ... OBAVI
Wire probable date of delivery ... OBAYL
Mail probable date of delivery ... OBBED
Ship by express as soon as possible ... OBBLU
Ship by freight as soon as possible ... OBBUR
Record order and wire earliest shipment ... OBCEY
Add to order being shipped ... OBEDY
Advise when order is shipped ... OBEGS
Include ... car now moving following patterns ... OBFLA
Additional order ... car in mail must be included ... OBIDU
Include near not less than ... OFAMO

Sundries — Code Word

Armstrong's Lining Felt, 36 inches wide, (1½ lb.) ... OLPUC
Armstrong's Lining Felt, 36 inches wide, (1 lb.) ... OLPWO
Armstrong's Linogloss Wax, 1-pt. cans, 24 per carton ... OPCHY
Armstrong's Linogloss Wax, 1-qt. cans, 12 per carton ... OPCIS
Armstrong's Linogloss Wax, 1-gal. cans, 1 per carton ... OPCUW
Armstrong's Linogloss Wax, 1-gal. cans, 4 per carton ... OPDIY
Armstrong's Linogloss Wax, 5-gal. cans, 1 per carton ... OPEAJ
Armstrong's Linoleum Paste, 1-gal. cans, 1 per carton ... OWGUC
Armstrong's Linoleum Paste, 1-gal. cans, 4 per carton ... OLOLA
Armstrong's Linoleum Paste, 5-gal. pail ... OLPTI
Armstrong's Linoleum Paste, 30-gal. drum ... OWIAC
Armstrong's Saturated Felt, 36 inches wide ... OMDRE
Armstrong's Waterproof Cement, 1-qt. cans, 1 per carton ... OLOOS
Armstrong's Waterproof Cement, 1-qt. cans, 24 per box ... OWIEM
Armstrong's Waterproof Cement, 1-gal. cans, 1 per carton ... OWIGG
Armstrong's Waterproof Cement, 1-gal. cans, 4 per carton ... OWIJA
Armstrong's Waterproof Cement, 5-gal. pail ... OWILE

SHIPPING WEIGHTS OF ARMSTRONG'S FLOORS

Gauge and thickness in inches	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Plain—6 mm. (.235″)	2	15.8	946
Plain—3/16″ (.187″)	2	13.0	781
Plain—1/8″ (.125″)	2	8.4	505
Plain—Medium (.095″)	2	6.7	405
Plain—Standard (.079″)	2	5.8	348
Jaspé—3/16″ (.187″)	2	12.3	739
Jaspé—1/8″ (.125″)	2	8.1	487
Jaspé—Medium (.095″)	2	6.6	399
Cork Carpet—1/4″ (.250″)	2	8.7	525
Marbelle Inlaid —Heavy (1/8″) (.125″)	2	10.3	617
Marbelle Inlaid —Medium (.095″)	2	8.0	478
Marbelle Inlaid —Standard (.079″)	2	6.5	388
Handmade Marble Inlaid—Heavy (1/8″) (.125″)	2	10.3	621
Parquetry Inlaid —Heavy (1/8″) (.125″)	2	10.3	621
Embossed Inlaid— Heavy (1/8″) (.125″)	2	9.1	545
Straight Line Inlaid— Heavy (1/8″) (.125″)	2	10.0	603
Embossed Inlaid —Medium (.095″)	2	6.8	407
Straight Line Inlaid —Medium (.095″)	2	7.8	466
Embossed Inlaid —Standard (.079″)	2	5.4	324
Straight Line Inlaid —Standard (.079″)	2	6.4	382
Handcraft Inlaid —Standard (.079″)	2	5.4	324
Inlaid Linoflor (.079″)	2	5.7	342
Printed Linoleum (.070″)	2	5.0	301
Printed Linoleum (.070″)	4	5.1	612
Stair and Passage Linoleum (.070″)	2/3	4.6	93
Jaspé Stair and Passage Linoleum (.070″)	2/3	4.6	93
*Quaker Floor Covering (.070″)	2	3.8	228
Quaker Floor Covering (.070″)	3	4.3	384
Quaker Floor Covering (.070″)	3 3/4	4.2	477
Quaker Passage Covering (.070″)	2/3	4.3	87
Quaker Passage Covering (.070″)	1	4.2	126
*Standard Floor Covering (.055″)	2	3.1	186
Standard Floor Covering (.055″)	3	3.5	316
Standard Floor Covering (.055″)	3 3/4	3.5	395
*Rug Border (.053″)	2/3	2.7	108††
*Rug Border (.053″)	1	2.7	162††
*Rug Border (.053″)	2	2.7	162

*Wrapped in heavy paper for shipment, not crated.

††Weight on the basis of 60-lineal-yard roll.

Shipping Weights of Armstrong's Linowall

Material	Width Yards	Average crated wt. per sq. yd. in lbs.	Average crated wt. per roll of 30 lin. yds.
Patterns 700 to 736 inclusive	1	4.2	127
Patterns 700 to 736 inclusive	2	4.1	248
Patterns 740 to 743 inclusive	2	4.5	269
*Patterns 810 to 815 inclusive	1 1/3	2.8	55**
Pattern 900	2	3.1	185

*Packed inside a chipboard tube, enclosed with metal ends held on with tie rod.

**Weight on the basis of 15-lineal-yard roll.

NOTE—Crated weights given are averages only, but accurate enough for estimating freight. There may be slight variations in the weight of crated rolls, due to permissible variations in gauge (.005 inch plus or minus), differences in yardage of rolls, and in weight of crating lumber.

Shipping Weights of Armstrong's Rugs

Packed in Cartons, Not Crated—Weight in Pounds

	Quaker	Standard
18″ x 36″ (Carton of 12)	24	
3′ x 4½′ (Package of 3)	20	
3′ x 6′ (Package of 3)	26	
3′ x 9′ (Package of 3)	37	30
4½′ x 4½′ (Package of 3)	29	
4½′ x 6′	15	
6′ x 6′	18	
6′ x 9′	26	21
7½′ x 9′	32	26
9′ x 9′	38	32
9′ x 10½′	44	36
9′ x 12′	50	40
9′ x 15′	62	50
11¼′ x 12′	63	51
11¼′ x 15′	77	62

Shipping Weights of Sundries

	Weight per package in lbs.
Armstrong's Lacquer Thinner	
½-pint cans (24 in a carton)	16
1-pint cans (24 in a carton)	30
Armstrong's Lining Felt (Saturated)	
50-lin.-yard roll (36″ wide)	78
Armstrong's Lining Felt (Unsaturated)	
50-lin.-yard roll (1½ lbs. per sq. yd.) 36″ wide	78
50-lin.-yard roll (1½ lbs. per sq. yd.) 45″ wide	96
50-lin.-yard roll (1 lb. per sq. yd.) 36″ wide	53
Armstrong's Linogloss Wax	
1-pint cans (24 in a carton with 12—2-ounce samples)	41
1-quart cans (12 in a carton with 12—2-ounce samples)	40
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	42
5-gallon pail	46
15-gallon drum	152
30-gallon drum	300
55-gallon drum	530
Armstrong's Linoleum Lacquer (For brush application)	
1-pint cans (12 in a carton)	16
1-quart cans (12 in a carton)	30
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	37
Armstrong's Linoleum Paste	
1-quart cans (24 in a box)	96
½-gallon cans (6 in a carton)	45
1-gallon can (1 in a carton)	14
1-gallon cans (4 in a carton)	56
2-gallon pail	28
3-gallon pail	42
5-gallon pail	70
30-gallon drum	406
Armstrong's Linoleum Underlay	
9 pieces, 4′ x 4′, (144 sq. ft.) in paper wrapped, metal-banded unit	110

	Weight per package in lbs.
Armstrong's Linowall Sundries	
700 Series enameled wood cap moulding (2—9′ lengths in a tube)	7.79
800 Series enameled wood cap moulding (2—9′ lengths in a tube)	5
Linotile cap moulding, 1¾″ wide (6—3′ lengths in a tube)	4.2
4½″ Metal back cove and base, complete with cap strip (4—6′ lengths in a box)	28.25
6″ Metal back cove and base, complete with cap strip (4—6′ lengths in a box)	36.58
Metal cap strip (4—6′ lengths in a tube)	4
4½″ Metal inside corners (concave), each	.2
6″ Metal inside corners (concave), each	.26
4½″ Metal outside corners (convex), each	.26
6″ Metal outside corners (convex), each	.32
Linowall Paste Roller	1
Linowall Fillet Strip (50 lineal feet in a carton)	2.92
Tool for applying Linowall Fillet Strip	1.25
Armstrong's Topping Cement	
1-gallon can (1 in a carton)	10
1-gallon cans (4 in a carton)	40
5-gallon pail	47
30-gallon drum	270
Armstrong's Waterproof Cement	
1-quart can (1 in a carton)	4
1-quart cans (24 in a box)	80
1-gallon can (1 in a carton)	13
1-gallon cans (4 in a carton)	52
5-gallon pail	60
Miscellaneous	
75-pound linoleum roller	80
150-pound linoleum roller	150
Straightedge (1 in a carton)	10
Linogloss applicators (12 in a carton)	17

TABLE OF ROLL YARDAGE *

	Square Yards Min.	Max.
All Plain Linoleum 2 yards wide	30	68
All Jaspé Linoleum 2 yards wide	30	68
Cork Carpet 2 yards wide	30	68
All Inlaid Linoleum 2 yards wide	40	68
Inlaid Linoflor 2 yards wide	40	68
Printed Linoleum 2 yards wide	40	68
Printed Linoleum 4 yards wide	60	133
Quaker Floor Covering 2 yards wide	40	68
Quaker Floor Covering 3 yards wide	40	100
Quaker Floor Covering 3¾ yards wide	56¼	126
Standard Floor Covering 2 yards wide	40	68
Standard Floor Covering 3 yards wide	40	100
Standard Floor Covering 3¾ yards wide	56¼	126

	Square Yards Min.	Max.
Rug Border 2 yards wide	40	68
Linowall 1 yard wide	15	35
Linowall 2 yards wide	20	68
Linowall 48 inches wide	12	20
	Lineal Yards Min.	Max.
Rug Border 24 inches wide	30	70
Rug Border 36 inches wide	30	70
Jaspé Stair and Passage Linoleum 24 inches wide	20	35
Stair and Passage Linoleum 24 inches wide	20	35
Quaker Passage Covering 24 inches wide	20	35
Quaker Passage Covering 36 inches wide	20	35

**Single rolls can not be supplied larger than the maximum shown.*

WHOLESALERS AND WAREHOUSING POINTS

Alabama

BIRMINGHAM...Goodall-Brown Dry Goods Co.

Arizona

BISBEE.....William Volker & Co.
(Address, Home Office, Los Angeles, Cal.)
PHOENIX.....William Volker & Co.
(Address, Home Office, Los Angeles, Cal.)

California

LOS ANGELES.....William Volker & Co.
SAN FRANCISCO
Walton N. Moore Dry Goods Co.
SAN FRANCISCO.....William Volker & Co.

Colorado

DENVER.....William Volker & Co.
GRAND JUNCTION.....William Volker & Co.
(Address, Home Office, Denver, Colo.)
PUEBLO.....William Volker & Co.
(Address, Home Office, Denver, Colo.)

Connecticut

HARTFORD.....Empire Carpet Corporation

Florida

JACKSONVILLE.Armstrong Cork & Insulation Co.
Floor Division
c/o Laney & Delcher Storage Company

Georgia

ATLANTA...Armstrong Cork & Insulation Co.
Floor Division

Idaho

BOISE.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
POCATELLO.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)

Illinois

CHICAGO....Armstrong Cork & Insulation Co.
Floor Division
1003 Lytton Bldg.
CHICAGO.....Carson Pirie Scott & Co.
366 West Adams St.
CHICAGO.....Glabman Brothers, Inc.
900 Roosevelt Road
PEORIA....Isaac Walker Hardware Company

Indiana

EVANSVILLE.....The Otis Hidden Co., Inc.
(Address, Home Office, Louisville, Ky.)
INDIANAPOLIS.....Carson Pirie Scott & Co.
INDIANAPOLIS.....Hibben, Hollweg & Co.
LOGANSPORT.....Joseph Taylor & Sons
RICHMOND.....Adam H. Bartel Company
VINCENNES.....The Saiter-Morgan Co.

Iowa

CEDAR RAPIDS.....Welch-Cook-Beals Co.
DES MOINES.....Luthe Hardware Co.
SIOUX CITY.....Hansen Glass & Paint Co.

Kansas

WICHITA.....William Volker & Co.

Kentucky

LEXINGTON...Ades-Lexington Dry Goods Co.
LOUISVILLE.....The Otis Hidden Co., Inc.

Louisiana

NEW ORLEANS.Armstrong Cork & Insulation Co.
Floor Division
SHREVEPORT.....William Volker & Co.
(Address, Home Office, Houston, Texas)

Maine

HOULTON.....Almon H. Fogg Company

Maryland

BALTIMORE.....Empire Carpet Corporation
BALTIMORE.....J. J. Haines & Co.
BALTIMORE.....Daniel Miller Company
CUMBERLAND.....Geare-Roby, Inc.

Massachusetts

BOSTON.....Empire Carpet Corporation
BOSTON.....E. L. Ham Company
BOSTON.....Joseph M. O'Callaghan Co.

Michigan

DETROIT....Armstrong Cork & Insulation Co.
Floor Division
DETROIT.....Burnham, Stoepel & Co.
GRAND RAPIDS.....Yeakey-Scripps, Inc.
PETOSKEY.....Bremmeyr-Bain Co.

Minnesota

DULUTH.....DeWitt-Seitz Company
MINNEAPOLIS
Armstrong Cork & Insulation Co.
Floor Division
MINNEAPOLIS..Lasher Carpet & Linoleum Co.

Missouri

KANSAS CITY.....William Volker & Co.
ST. LOUIS..Armstrong Cork & Insulation Co.
Floor Division
ST. LOUIS.....Ely & Walker Dry Goods Co.

Montana

BILLINGS.....Billings Hardware Company
BUTTE.....Shiner Furniture Co.
BUTTE.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
GREAT FALLS.....William Volker & Co.
(Address, Home Office, Salt Lake City, Utah)
MISSOULA.....Missoula Mercantile Company

Nebraska

LINCOLN.....William Volker & Co.
(Address, Home Office, Omaha, Neb.)
OMAHA.....William Volker & Co.

New Jersey

PASSAIC.....Jersey Carpet Corporation

New Mexico

ALBUQUERQUE.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

New York

ALBANY.....Albany Oil Cloth Company, Inc.
BRONX.....Crockett and Buss, Inc.
470 East 133rd St.
(Address, Home Office, New York City)
BROOKLYN.....Empire Carpet Corporation
168 Thirty-ninth St.
(Address, Home Office, New York City)

WHOLESALERS AND WAREHOUSING POINTS (Continued)

New York (Continued)

BUFFALO.....H. D. Taylor Co.
NEW YORK CITY.....Crockett and Buss, Inc.
149 Madison Ave.
NEW YORK CITY..Empire Carpet Corporation
146 Madison Ave.
NEW YORK CITY.... The Wornock Mills, Inc.
302 Fifth Ave.
ROCHESTER.....Linoleum Distributors, Inc.
SYRACUSE.....Columbia Distributors, Inc.
UTICA.....Utica Linoleum & Rug Co., Inc.

North Carolina

CHARLOTTE.American Hdwe. & Equipment Co.
LEXINGTON.....Peerless Mattress Co.

North Dakota

FARGO.....Fargo Paper Co.

Ohio

CANTON.....The Edward R. Hart Co.
CINCINNATI.....Carson Pirie Scott & Co.
CLEVELAND.....The Godin Carpet Company
CLEVELAND.....The Sterling & Welch Co.
COLUMBUS.....Carson Pirie Scott & Co.
MANSFIELD...The Hartman-Spreng Company
TOLEDO.....Ohio Plate Glass Co.

Oklahoma

OKLAHOMA CITY.....William Volker & Co.
TULSA.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)

Oregon

PORTLAND.....William Volker & Co.

Pennsylvania

ALLENTOWN.....Royal Wholesale Company
ALTOONA.....Anderson Paper & Twine Co.
ALTOONA.....The H. C. Prutzman Co., Inc.
HUNTINGDON.....C. H. Miller Hardware Co.
JOHNSTOWN.....Swank Hardware Company
LANCASTER.....Herr & Company
LANCASTER.....Reilly Bros. & Raub
LANCASTER....Steinman Hardware Company
LEWISBURG.....C. Dreisbach's Sons, Inc.
PHILADELPHIA.....C. D. Artman, Inc.
612 Race St.
PHILADELPHIA.....William Campbell, Inc.
107 Church St.
PHILADELPHIA.....Glanz, Behm & Herring
625 Chestnut St.
PHILADELPHIA.....Samuel Kramer & Co.
40-42 South 2nd St.
PHILADELPHIA.....Landis & Co., Inc.
45 N. 3rd St.
PITTSBURGH.....Arbuthnot-Stephenson Co.
PITTSBURGH.....Felix Half & Brother, Inc.
READING.....Bright & Company
SCRANTON.....Columbia Jobbing Company
SHAMOKIN.....W. C. Hack & Sons
SHAMOKIN.....Jones Hardware Co.
WILKES-BARRE..Columbia Jobbing Company
(Address, Home Office, Scranton, Pa.)
YORK.....Gehly's Carpet House, Inc.

Rhode Island

PROVIDENCE...Ballou, Johnson & Nichols Co.

South Carolina

CHARLESTON....The Cameron & Barkley Co.
GREENVILLE
American Hdwe. & Equipment Co.
(Address, Home Office, Charlotte, N. C.)

South Dakota

ABERDEEN..Aberdeen Fruit & Paper Company
SIOUX FALLS...Sioux Falls Paint & Glass Co.

Tennessee

MEMPHIS.....Wm. R. Moore Dry Goods Co.

Texas

AMARILLO.....William Volker & Co.
(Address, Home Office, Dallas, Texas)
DALLAS.....William Volker & Co.
EL PASO.....William Volker & Co.
(Address, Home Office, Kansas City, Mo.)
HOUSTON.....William Volker & Co.
SAN ANTONIO.....William Volker & Co.
(Address, Home Office, Houston, Texas)
WICHITA FALLS.....William Volker & Co.
(Address, Home Office, Dallas, Texas)

Utah

SALT LAKE CITY.....William Volker & Co.

Virginia

ROANOKE.....J. J. Haines & Co.
(Address, Home Office, Baltimore, Md.)
WINCHESTER.....W. H. Bosserman & Son

Washington

SEATTLE.....William Volker & Co.
SPOKANE.....William Volker & Co.
(Address, Home Office, Seattle, Wash.)

West Virginia

BLUEFIELD.....Bluefield Supply Co.
CHARLESTON....Guthrie-Morris-Campbell Co.
CHARLESTON.....Thomas, Field & Co.
CLARKSBURG.....The Koblegard Co.
HUNTINGTON.....Watts, Ritter & Company
PARKERSBURG...Guthrie-Morris-Campbell Co.
(Address, Home Office, Charleston, W. Va.)
WHEELING.....The John S. Naylor Co.

Wisconsin

MILWAUKEE.....Carson Pirie Scott & Co.

Wyoming

CASPER.....William Volker & Co.
(Address, Home Office, Denver, Colo.)

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THE ARMSTRONG LINE

FOR the distribution of its products, the Armstrong Cork Company is organized by divisions based on the types of commodities sold. These are as follows:

FLOOR DIVISION PRODUCTS

Armstrong's Linoleum: Plain, Jaspé, Inlaid, Embossed, Printed, and Cork Carpet.
Armstrong's Linotile, Cork Tile, Accotile, and Rubber Tile.
Armstrong's Inlaid Linoflor.
Armstrong's Quaker Rugs and Floor Covering.
Armstrong's Standard Rugs and Floor Covering.
Armstrong's Cove and Base—Metal Back, Cork Tile, and Rubber Tile.
Armstrong's Lining Felt, Linoleum Paste, and Waterproof Cement.
Armstrong's Linogloss Wax and Linoleum Lacquer.
Armstrong's Linowall.
Armstrong's Linoleum and Linowall Tools and Equipment.

INSULATION DIVISION PRODUCTS

Armstrong's Standard Corkboard.
LK Corkboard.
Super-Service Corkboard.
½-Inch Mastic Finish Corkboard.
Cork Covering and Fitting Covers.
Corkoustic and Ceramacoustic.
Vibracork.
Armstrong's, Nonpareil, and EF Insulating Brick.
Armstrong's High Temperature Block.
Cork Brick.
Granulated and Regranulated Cork.
Waterproof Cements, Paints, Asphalt Emulsion Finishes, Airproofing, etc.

TEMLOK DIVISION PRODUCTS

Armstrong's Temlok for roof, refrigerator, and equipment insulation.
Armstrong's Temlok Building Insulation.
Armstrong's Acoustical Temlok.
Armstrong's Temboard, Temboard De Luxe, Temwood, Tempered Temwood, Temwood Tile.

CLOSURE DIVISION PRODUCTS

Armstrong's Corks, all kinds.
Crowns: Plain and Decorated.
Artmold Caps and Jar Covers.
Metal Caps and Jar Covers.
Embossed-Top Corks.
Cel-O-Seal Caps and Bands.
Shoe Daubers.
Rubber Stoppers.
Cork Discs and Liners.
Ribbon Cork.
Bungs.

SHOE PRODUCTS DIVISION PRODUCTS

Armstrong's Cork Box Toes.
Thermabox Toes.
Cork Bottom Filler.
Cork Counters.
Cork Lifts, Korxole, and Linosole.
Metatarsal Pads.
Heel Pads.
Insoles.
Sheet Cork.
Sundry Shoe Findings.
Bottom Filler Heaters.
Box Toe Heaters.

TEXTILE DIVISION PRODUCTS

Armstrong's Seamless Cork Cots.
Helically Wrapped Cork Cots.
Worsted Roll Covers.
Throwster Roll Covers.
Loom Accessories—Take-up Roll Covering, Brake Band Strips and Friction Let-offs, Clutch Plates, Cork Inserts, and Temple Rolls.
Roll Covering and Buffing Machinery.
Roll Covering Cement.
Miscellaneous Mill Supplies.

INDUSTRIAL DIVISION PRODUCTS

Armstrong's Natural and Composition Cork Sheets, Strips, Balls, and Blocks.
Cork Bulletin Board.
Cork Floats.
Oil Retainers.
Rings and Washers.
Friction Blocks.
Polishing Wheels.
Split Cork.
Ribbon Cork.
Penholder Tips.
Accopac.
Corkolin.
Corkfabric.
Corklastic.
Fibrelastic.
Cork Gaskets.
Cork Gasket Sheets.
Auto Mat.
Felt Flooring and Roofing.
Industrial Felt.
Cork Ring Buoys.
Cork Life Preservers.
Seine, Mullet, and Gill Corks.
Cork Fenders.
Carboy Blocks.
Asphalt Emulsions.
Typewriter Roll Covering.
Linoleum and Other Floor Products for desk, counter, and table tops and various manufacturing uses other than flooring.
Miscellaneous: Cork, Rubber, and Felt Products for mechanical and industrial applications.